

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C							K E Y	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
											TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN							
											PERS	WOMEN	18-49	LOH	18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.						
											(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	11				
EVENTING																																		
A DIFFERENT WORLD(R)							A	21.2	36	1878	1722	267	227	91	753	335	506	413	274	209	422	213	309	255	160	86	221	135	326	219				
THU 8.30P 30 NBC 7							B	23.2	39	2058	1723	309	259	100	758	310	508	444	317	209	416	197	290	245	166	102	226	127	324	216				
209 99 CS 30							C	24.6	39	2182	1792	347	290	100	823	327	528	458	339	246	466	201	310	271	197	124	206	115	296	192				
AARON'S WAY							A	11.8	21	1045	1572	231	177	47^	874	179	359	344	394	466	457	117	213	182	195	221	114	69	128	87				
WED 8.00P 60 NBC 9							B	13.0	22	1150	1648	276	199	58	894	179	389	404	442	439	494	119	235	217	233	234	100	57	160	101				
206 99 GD 11							C	14.3	24	1271	1657	283	201	58	893	174	390	410	450	433	510	119	236	227	247	242	103	62	151	93				
8.00 - 8.30							A	10.9	20	966	1553	222	169	32^	874	156	336	332	397	484	459	110	206	179	195	230	112	69	108	74				
8.30 - 9.00							A	12.7	22	1125	1589	239	184	60	873	199	378	354	390	450	455	123	219	184	194	215	115	70	145	98				
ABC MONDAY NIGHT MOVIE							A	14.7	23	1302	1493	344	270	56	838	248	498	467	458	278	506	154	290	290	271	173	71	33^	77	45^				
MON 9.00P 120 ABC 7							B	15.4	24	1361	1536	325	244	78	840	250	471	446	425	307	507	159	280	277	251	180	92	49	98	59				
210 99 FF 15							C	15.3	24	1354	1601	321	253	82	807	266	485	455	401	261	566	200	349	331	279	170	111	57	117	71				
A WHISPER KILLS							A	13.6	21	1205	1508	345	262	49^	821	216	468	447	458	295	494	139	273	274	265	179	83	31^	110	62				
9.00 - 9.30							A	14.6	22	1294	1472	361	287	56	844	241	499	467	470	284	482	146	267	271	253	174	63	28^	83	47^				
9.30 - 10.00							A	15.4	25	1364	1483	343	276	55	842	257	505	474	459	272	506	158	290	286	268	173	67	35^	67	42^				
10.00 - 10.30							A	15.4	26	1364	1489	321	253	63	834	269	510	472	440	261	534	169	323	323	293	164	71	38^	51	31^				
10.30 - 11.00																																		
ABC MOVIE SPECIAL-SAT(S,R)							A	9.0	18	797	1858	228	191	61^	736	217	400	375	321	301	632	197	377	358	311	227	132	48^	358	249				
SAT 8.00P 120 ABC																																		
203 97 FF																																		
SWISS FAMILY ROBINSON							A	8.0	17	709	1755	214	174	40^	700	205	359	326	281	310	624	186	380	356	313	226	129	44^	303	211				
8.00 - 8.30							A	8.4	17	744	1846	215	174	48^	706	211	379	354	303	291	643	207	383	362	309	236	121	42^	376	264				
8.30 - 9.00							A	9.4	18	833	1909	225	192	75^	762	229	425	399	338	301	629	201	372	357	305	222	139	52^	379	256				
9.00 - 9.30							A	10.3	20	913	1881	250	215	76	757	219	421	406	347	298	625	192	371	354	313	223	136	53^	363	257				
9.30 - 10.00																																		
ABC SUNDAY NIGHT MOVIE							A	15.0	24	1329	1626	396	343	118	892	382	613	530	385	216	462	225	344	319	196	101	139	95	133	76				
SUN 9.00P 120 ABC 9							B	14.8	24	1309	1711	329	263	89	746	268	479	445	366	212	659	258	453	433	329	154	144	60	162	104				
217 99 FF 15							C	14.9	24	1318	1739	326	263	85	752	272	483	451	366	213	696	268	474	450	349	167	138	59	152	96				
BABY M, PT.1							A	14.0	23	1240	1644	404	345	114	867	374	595	510	374	207	472	223	348	312	196	110	158	114	147	85				
9.00 - 9.30							A	15.0	24	1329	1641	405	351	119	902	389	627	545	396	206	459	231	349	326	194	93	146	103	135	72				
9.30 - 10.00							A	15.2	24	1347	1634	391	344	119	904	390	623	539	389	220	464	226	346	326	203	101	132	86	133	75				
10.00 - 10.30							A	15.8	27	1400	1588	384	332	118	895	377	604	526	382	230	453	221	335	313	190	101	123	78	117	72				
10.30 - 11.00																																		
AMEN(R)							A	15.8	31	1400	1598	303	208	70	841	208	407	408	394	365	415	132	200	188	183	180	145	95	197	139				
SAT 9.30P 30 NBC 8							B	16.9	31	1498	1675	304	225	80	849	247	438	412	373	359	429	138	222	203	186	178	159	101	238	168				
203 99 CS 30							C	17.5	31	1553	1724	319	236	70	867	243	430	407	383	378	480	152	255	237	214	192	154	95	223	156				
AMERICAN COMEDY AWARDS(S)							A	16.8	28	1488	1631	319	267	110	750	328	507	435	303	197	532	244	384	340	236	112	181	80	167	107				
TUE 9.00P 124 ABC																																		
CONT'D																																		

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING			LOH 18-49 W/CH	W O M E N					M E N					T E E N S		CHILDREN						
								PERS	WOMEN			18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11			
EVENING CONT'D																														
AMERICAN COMEDY AWARDS(S)-CONT'D																														
211 99 AC																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
11.00 - 11.30																														
A 17.1 28 1515																														
A 17.5 28 1551																														
A 17.0 27 1506																														
A 15.9 28 1409																														
A 13.7 27 1214																														
1649 313 258 109																														
1646 320 264 113																														
1635 325 275 109																														
1614 323 275 111																														
1531 291 250 96																														
730 316 481 401 290 202																														
744 336 504 428 293 191																														
749 335 520 451 305 187																														
781 333 529 466 326 203																														
786 289 482 431 325 261																														
489 220 349 316 219 103																														
530 250 387 342 231 102																														
549 257 403 350 240 113																														
567 251 404 358 258 127																														
532 229 359 310 234 137																														
201 99 229 144																														
191 87 181 114																														
181 77 155 101																														
154 58 111 72																														
144 57 70 39^																														
AMERICA'S MOST WANTED																														
SUN 8.00P 30 FOX 7																														
126 85 OP 7																														
A 6.3 11 558																														
B 6.3 11 562																														
C 6.3 11 562																														
1838 442 379 81^																														
1787 366 316 110																														
1787 366 316 110																														
715 342 538 444 304 137																														
715 342 538 444 304 137																														
679 325 543 472 315 92																														
679 325 543 472 315 92																														
181 87^ 160 92^																														
188 96 205 118																														
188 96 205 118																														
BEAUTY & THE BEAST(R)																														
FRI 8.00P 60 CBS 7																														
211 99 A 28																														
A 8.7 17 771																														
B 10.3 20 916																														
C 12.5 22 1104																														
A 8.3 17 735																														
A 9.1 18 806																														
1468 361 280 75^																														
1558 338 254 82																														
1676 344 261 77																														
1432 356 277 69^																														
1501 365 283 81																														
886 229 454 446 390 374																														
886 219 448 445 425 373																														
888 241 472 455 428 353																														
882 218 451 443 393 374																														
891 239 457 450 387 374																														
397 105 201 198 181 176																														
452 118 222 221 214 200																														
531 138 280 273 274 215																														
394 101 199 195 179 175																														
400 109 203 200 182 176																														
66^ 44^ 118 59^																														
64 36^ 157 91																														
83 48 175 103																														
63^ 37^ 93 45^																														
69^ 50^ 142 71^																														
BEST OF TV BLOOPERS-JOKES(R)																														
A 10.1 20 895																														
1617 253 196 55^																														
761 227 369 360 318 325																														
493 143 269 255 230 184																														
161 102 202 134																														
FRI 8.00P 60 NBC 1																														
201 97 CV 1																														
8.00 - 8.30																														
8.30 - 9.00																														
B 10.1 20 895																														
C 10.1 20 895																														
A 9.6 20 851																														
A 10.5 20 930																														
1617 253 196 55^																														
1617 253 196 55^																														
1608 247 189 54^																														
1642 261 205 56^																														
761 227 369 360 318 325																														
761 227 369 360 318 325																														
766 228 359 344 313 339																														
764 229 382 379 326 314																														
493 143 269 255 230 184																														
493 143 269 255 230 184																														
490 143 270 252 226 183																														
501 144 271 261 236 187																														
161 102 202 134																														
161 102 202 134																														
143 102 209 139																														
178 103 198 131																														
BILL COSBY SHOW(R)																														
THU 8.00P 30 NBC 9																														
212 99 CS 35																														
A 21.2 38 1878																														
B 23.1 41 2044																														
C 26.8 44 2379																														
1697 253 208 82																														
1702 300 248 87																														
1790 332 270 89																														
779 304 472 384 285 268																														
777 287 481 422 322 257																														
836 297 493 438 350 292																														
433 188 283 249 174 114																														
425 181 274 240 174 123																														
489 187 300 270 214 155																														
195 122 291 192																														
195 112 305 203																														
178 98 287 185																														
BOB HOPE'S BIRTHDAY(S)																														
MON 8.00P 180 NBC 9																														
204 99 GV																														
A 19.1 31 1692																														
1578 245 165 71																														
863 170 331 360 389 451																														
527 121 234 262 256 240																														
77 44 111 73																														
8.00 - 8.30																														
8.30 - 9.00																														
9.00 - 9.30																														
9.30 - 10.00																														
10.00 - 10.30																														
10.30 - 11.00																														
A 17.2 30 1524																														
A 19.5 31 1728																														
A 20.5 32 1816																														
A 20.3 31 1799																														
A 19.1 31 1692																														
A 17.8 30 1577																														
1586 258 181 64																														
1584 256 180 70																														
1580 237 161 83																														
1593 239 154 81																														
1579 240 154 68																														
1562 248 164 60																														
838 175 335 360 380 423																														
862 174 337 369 387 445																														
866 172 340 373 390 442																														
886 168 336 371 399 466																														
858 167 318 344 388 457																														
875 165 322 344 390 474																														
490 113 221 243 243 222																														
486 105 206 233 242 229																														
518 112 229 263 255 236																														
542 125 244 281 262 241																														
560 138 257 281 267 250																														
571 133 253 274 268 263																														
84 50 174 123																														
88 53 148 99																														
77 48 119 70																														
72 43 93 60																														
82 41 79 54																														
58 29^ 59 38^																														
BOYS WILL BE BOYS(R)																														
SAT 8.30P 30 FOX 6																														
114 77 CS 6																														
A 2.5 5 222																														
B 2.8 6 247																														
C 2.8 6 247																														
1533 171^ 144^ 125^																														
1660 190 166 99^																														
1660 190 166 99^																														
463 185^ 320 259^ 207^ 115^																														
475 242 371 303 188 83^																														
475 242 371 303 188 83^																														
406 196^ 322 200^ 175^ 80^																														
433 234 346 264 170 70^																														
433 234 346 264 170 70^																														
251^ 91^ 413 295																														
278 150 474 349																														
278 150 474 349																														
CAGNEY & LACEY																														
MON 10.00P 60 CBS 5																														
CONT'D																														
A 10.6 17 939																														
B 10.3 17 909																														
1403 347 276 100																														
1442 330 261 78																														
807 313 519 476 365 249																														
809 270 472 458 365 284																														
437 162 274 257 202 143																														
468 173 278 264 200 160																														
86 46^ 74 35^																														
82 46 82 42																														

14 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
									PERS	WOMEN	18-49		18- W/CH	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	FEM.	TOT.	TOT.	
#STNS	CVG%	TYPE			%	%	0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	2- 11	6- 11	
EVENING CONT'D																												
CAGNEY & LACEY-CONT'D																												
	209	99	OP	5	C	10.3	17	909	1442	330	261	78	809	270	472	458	365	284	468	173	278	264	200	160	82	46	82	42
	10.00 - 10.30				A	10.3	16	913	1395	349	280	98	802	313	521	472	360	242	415	155	262	238	190	139	94	50^	83	41
	10.30 - 11.00				A	11.0	19	975	1399	342	269	101	804	311	512	476	366	254	453	166	283	272	210	146	77	42^	65^	30^
CBS SUNDAY MOVIE																												
SUN	9.00P	120	CBS	9	A	13.5	22	1196	1590	313	193	58	859	174	370	439	462	378	612	126	280	325	350	262	52^	25^	66	35^
	212	99	FF	33	B	16.2	26	1433	1664	329	230	57	845	210	418	424	428	355	661	164	334	345	340	269	79	34	79	48
					C	17.0	27	1508	1650	336	239	60	865	217	434	437	437	359	619	156	313	320	326	253	80	38	86	53
MY FATHER, MY SON																												
	9.00 - 9.30				A	13.6	22	1205	1604	320	199	48^	858	165	362	429	456	384	606	115	257	307	349	276	58	27^	82	42^
	9.30 - 10.00				A	13.5	21	1196	1607	317	197	58	860	172	371	448	462	373	622	117	283	327	368	270	57	28^	68	35^
	10.00 - 10.30				A	13.5	22	1196	1597	311	190	63	870	180	377	450	471	380	620	131	287	331	353	261	48^	23^	59	31^
	10.30 - 11.00				A	13.2	22	1170	1575	308	188	63	861	181	374	437	465	380	610	143	300	340	335	244	46^	23^	57	32^
CBS TUESDAY MOVIE																												
TUE	9.00P	120	CBS	6	A	7.8	13	691	1505	308	189	54^	841	151	323	367	425	440	494	87^	191	214	252	257	51^	20^	118	53^
	208	99	FF	6	B	12.1	20	1069	1547	320	228	76	845	234	447	445	422	326	492	144	261	263	242	186	80	39	131	68
					C	12.1	20	1069	1547	320	228	76	845	234	447	445	422	326	492	144	261	263	242	186	80	39	131	68
B.MARKHAM:SHADOW ON THE SUN,PT 2																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49																		
	#STNS	CVG%	TYPE	T/C					(2+)	18+	49	<3		18-	18-	25-	35-		18-	18-	25-	35-		12-	12-	2-	6-		
													TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	17	17	11	11
EVENING CONT'D																													
GARFIELD'S 10TH ANNIV(S) TUE 8.00P 60 CBS 204 97 EA					A	8.4	15	744	1770	269	206	121	648	268	431	364	289	186	424	173	287	276	190	103	178	73^	520	300	
8.00 - 8.30					A	8.4	15	744	1712	266	203	115	648	254	420	352	296	193	423	164	274	265	196	113	173	73^	467	271	
8.30 - 9.00					A	8.4	14	744	1828	272	208	127	647	283	443	376	282	179	426	182	299	288	184	94	182	73^	574	329	
GARRY SHANDLING SHOW SUN 9.00P 30 FOX 124 87 CS					A	4.2	7	372	1613	322	295	49^	651	286	453	363	262	174	668	338	534	412	286	102^	165^	73^	129^	97^	
					B	4.3	7	385	1653	266	243	80	600	325	453	350	197	128	602	348	498	377	226	74^	197	106	254	180	
					C	4.4	7	391	1668	270	243	84	610	333	465	360	205	123	597	341	493	374	225	75	203	107	258	181	
GOLDEN GIRLS(R) SAT 9.00P 30 NBC 205 99 CS					A	18.3	36	1621	1581	290	198	62	853	193	382	384	390	403	430	134	213	196	190	186	116	87	182	127	
					B	19.6	36	1735	1648	303	219	75	861	239	421	395	366	387	437	136	225	211	188	184	140	88	210	143	
					C	21.5	37	1908	1710	314	228	69	887	239	416	392	376	413	474	142	243	230	211	199	135	85	213	148	
GROWING PAINS(R) WED 8.00P 30 ABC 214 99 CS					A	13.2	24	1170	1584	280	221	90	706	327	483	403	275	180	377	183	264	234	142	83	236	136	265	181	
					B	16.0	27	1413	1678	306	256	102	713	326	491	412	276	183	432	215	313	268	169	91	230	128	303	198	
					C	16.6	28	1467	1695	308	259	102	719	327	493	415	279	187	442	216	321	273	177	93	233	128	300	195	
HEAD OF THE CLASS(R) WED 8.30P 30 ABC					A	12.7	22	1125	1625	319	261	106	708	357	528	439	276	141	379	199	284	243	138	64	256	145	282	199	
					B	15.1	25	1339	1656	309	260	114	698	342	498	416	262	160	426	213	314	270	171	81	243	137	290	189	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME DAYTIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN							
									PERS	WOMEN	18-49	18-49 W/CH	18-49	18-49	25-34	35-44	45-54	55+	18-49	18-49	25-34	35-44	45-54	55+	TOT.	FEM.	TOT.	TOT.				
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-11	6-11				
EVENING CONT'D																																
JAKE AND THE FATMAN(R)-CONT'D 9.30 - 10.00									A	10.4	17	921	1538	265	184	55^	818	161	347	347	398	417	520	111	216	215	252	266	80	37^	119	75
JUST IN TIME WED 9.30P 30 ABC 6									A	8.9	14	789	1439	319	261	104	757	350	515	477	293	195	414	182	295	283	179	93	125	81	143	101
208 98 CS 6									B	11.0	18	970	1510	337	278	108	719	324	501	453	298	172	487	225	352	330	218	96	147	87	158	99
									C	11.0	18	970	1510	337	278	108	719	324	501	453	298	172	487	225	352	330	218	96	147	87	158	99
JUST THE TEN OF US TUE 8.30P 30 ABC 4									A	16.1	27	1426	1638	291	245	89	724	317	478	387	275	199	427	194	295	251	182	100	252	135	235	149
214 98 CS 4									B	17.9	30	1586	1661	300	256	113	718	331	500	414	277	178	395	194	294	248	165	76	242	138	305	198
									C	17.9	30	1586	1661	300	256	113	718	331	500	414	277	178	395	194	294	248	165	76	242	138	305	198
KATE & ALLIE(R) MON 8.00P 30 CBS 8									A	10.2	18	904	1458	340	284	80	805	297	501	420	349	267	393	119	229	227	192	136	110	57^	152	85
203 97 CS 21									B	12.1	20	1073	1495	325	249	75	854	265	440	408	358	361	421	122	208	202	186	180	85	56	134	75
									C	13.6	21	1209	1542	336	253	76	863	261	438	408	371	371	456	134	224	220	206	198	89	59	133	80
L.A. LAW(R) THU 10.00P 60 NBC 8									A	15.6	27	1382	1535	343	274	103	761	311	514	475	344	201	587	266	413	355	246	134	98	48	89	53
212 99 GD 28									B	16.8	29	1492	1514	331	272	105	752	291	510	477	346	197	571	239	391	365	254	144	95	50	96	52
10.00 - 10.30									C	18.1	31	1605	1568	336	271	102	782	295	509	476	365	224	600	234	399	374	284	162	98	54	88	47
10.30 - 11.00									A	15.7	26	1391	1561	348	280	109	762	324	523	483	336	193	580	268	417	358	243	124	113	55	106	64
									A	15.4	27	1364	1519	340	270	98	765	299	509	469	353	210	597	265	412	354	250	145	84	41^	73	41^
MACGYVER(R) MON 8.00P 60 ABC 8									A	10.5	18	930	1633	244	174	53^	685	190	368	346	337	270	572	199	349	316	281	181	143	41^	233	132
211 96 A 27									B	12.6	20	1113	1659	259	192	61	732	191	383	367	365	301	598	169	325	329	301	220	136	48	193	122
8.00 - 8.30									C	12.9	20	1140	1688	258	197	64	725	192	379	361	361	298	644	196	357	346	317	231	136	57	182	109
8.30 - 9.00									A	9.9	17	877	1626	248	175	56^	697	188	360	357	335	285	570	190	339	315	285	186	133	38^	227	125
									A	11.1	18	983	1639	240	173	51^	674	193	375	337	339	257	574	208	357	318	277	176	152	44^	239	137
M&W MAGAZINE(S) THU 9.00P 60 ABC 8									A	6.3	10	558	1448	305	217	58^	762	216	378	379	380	327	580	177	352	355	324	177	63^	24^	44^	31^
209 98 DN									A	6.2	10	549	1454	303	219	49^	752	197	367	362	380	337	570	177	340	346	311	176	82^	27^	50^	39^
9.00 - 9.30									A	6.4	10	567	1443	306	215	66^	771	234	390	395	380	318	589	177	364	364	337	179	45^	21^	38^	23^
9.30 - 10.00									A	5.0	8	443	1837	402	345	80^	740	304	511	452	327	186	717	348	562	495	330	113^	171	81^	209	139^
MARRIED...WITH CHILDREN(R) SUN 8.30P 30 FOX 9									B	5.5	9	484	1823	323	289	113	696	379	534	406	238	133	671	381	565	461	266	70	201	105	255	171
123 87 CS 31									C	4.7	7	420	1897	324	290	108	683	376	535	419	247	118	688	408	583	457	252	74	226	102	299	198
MATLOCK(R) TUE 8.00P 60 NBC 9									A	12.6	22	1116	1482	234	153	46^	851	123	286	311	389	495	469	60	152	166	222	283	65	38^	97	69
204 96 GD 31									B	15.5	25	1376	1605	266	176	45	884	128	328	356	439	490	561	90	207	220	277	309	71	36	89	55
8.00 - 8.30									C	17.1	26	1511	1629	258	170	48	885	129	319	353	442	495	587	97	223	236	295	319	67	33	90	53
8.30 - 9.00									A	11.9	21	1054	1500	234	152	43^	862	127	286	306	385	507	463	57^	145	160	213	286	66	37^	109	76
									A	13.2	22	1170	1477	237	155	49^	847	121	287	319	395	489	478	63	159	173	231	282	64	39^	88	63
MR. BELVEDERE(R) FRI 9.00P 30 ABC 9									A	9.7	18	859	1610	223	161	80	763	211	345	309	274	389	399	134	215	219	183	141	129	86	318	212
197 94 CS 12									B	10.8	19	959	1690	267	208	98	757	247	423	383	318	300	429	165	263	245	192	135	175	107	329	215
									C	11.0	19	977	1702	270	213	97	749	251	429	388	322	284	428	163	263	247	194	133	181	111	345	230

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N						M E N					T E E N S		CHILDREN		
									PERS	WOMEN	18-49	LOH	18-	18-	25-	35-	18-	18-	25-	35-	TOTAL	TOT.	FEM.	TOT.	TOT.			
#STNS	CVG%	TYPE						(2+)	18+	49	<3		34	49	54	64	55+		34	49	54	64	55+	12-	12-	2-	6-	
EVENING CONT'D																												
MOVIE OF THE WEEK-TUESDAY					A	15.7	26	1391	1512	297	227	57	834	232	434	430	403	327	512	137	255	260	269	203	99	58	68	42^
TUE 9.00P 120 NBC					B	15.7	26	1391	1512	297	227	57	834	232	434	430	403	327	512	137	255	260	269	203	99	58	68	42^
202 98 FF 1					C	15.7	26	1391	1512	297	227	57	834	232	434	430	403	327	512	137	255	260	269	203	99	58	68	42^
JAGGED EDGE					A	14.8	24	1311	1527	290	217	61	819	207	404	407	402	342	506	126	248	254	266	208	109	69	93	53
9.00 - 9.30					A	15.1	24	1338	1531	307	235	51	842	226	434	433	414	332	510	129	253	259	272	206	104	64	75	44^
9.30 - 10.00					A	16.3	26	1444	1512	297	228	58	843	244	449	441	402	322	515	143	259	264	270	200	95	56	59	37^
10.00 - 10.30					A	16.4	29	1453	1500	296	228	58	842	251	452	443	398	318	521	151	264	267	270	199	89	46	48	34^
10.30 - 11.00																												
MURDER, SHE WROTE(R)					A	16.3	28	1444	1580	305	194	36^	879	125	332	370	441	471	567	83	183	217	278	336	46	25^	88	57
SUN 8.00P 60 CBS					B	18.3	31	1623	1601	307	188	35	884	128	320	358	445	491	600	93	215	244	302	331	46	22	71	43
212 99 SM 35					C	19.8	30	1755	1608	312	197	39	896	133	329	364	452	494	592	94	221	245	303	321	52	25	68	41
8.00 - 8.30					A	15.9	29	1409	1571	291	179	39^	865	126	317	353	426	475	577	91	197	226	275	337	44^	27^	86	53
8.30 - 9.00					A	16.6	28	1471	1597	320	210	33^	898	125	349	388	457	470	560	76	171	209	282	336	48	24^	90	61
NBC MOVIE OF THE WEEK-FR(S,R)					A	12.4	22	1099	1697	245	198	82	579	259	405	374	259	126	645	247	453	427	322	147	158	51^	315	219
FRI 9.00P 120 NBC																												
204 98 FF																												
RAMBO: FIRST BLOOD PART II					A	10.3	19	913	1700	262	211	77	601	260	400	382	270	142	626	226	424	408	318	153	164	64^	309	203
9.00 - 9.30					A	12.0	21	1063	1710	254	204	89	575	251	398	375	264	125	638	223	435	418	339	157	164	50^	333	229
9.30 - 10.00					A	13.4	24	1187	1674	234	189	87	560	258	405	373	252	109	645	255	460	429	317	142	148	43^	322	229
10.00 - 10.30					A	13.9	25	1232	1707	235	192	76	586	267	413	368	253	132	665	274	484	448	314	138	159	49^	296	213
10.30 - 11.00																												
NBC SUNDAY NIGHT MOVIE					A	20.2	33	1790	1872	311	259	75	696	246	514	464	371	144	711	338	538	427	309	142	242	90	223	160
SUN 9.00P 120 NBC					B	16.9	27	1501	1695	324	257	76	798	251	481	454	394	261	611	234	405	364	288	169	150	76	137	88
200 99 FF 31					C	16.8	27	1485	1726	333	271	87	792	297	505	453	361	235	631	258	429	387	291	159	162	84	141	92
THE INCREDIBLE HULK RETURNS					A	19.3	31	1710	1906	316	268	75	710	251	520	462	371	158	696	322	523	410	304	147	240	91	259	185
9.00 - 9.30					A	20.2	32	1790	1910	309	258	71	702	245	519	468	375	146	712	331	541	434	315	140	248	96	248	179
9.30 - 10.00					A	20.9	33	1852	1863	311	256	77	691	244	514	469	377	135	717	344	547	442	314	135	245	90	210	152
10.00 - 10.30					A	20.4	34	1807	1813	308	255	76	682	246	504	456	360	139	719	352	540	419	304	145	235	82	178	126
10.30 - 11.00																												
NEWHART(R)					A	9.7	15	859	1482	379	294	89	734	310	508	437	329	192	429	175	275	249	189	134	134	82	184	112
MON 9.00P 30 CBS					B	13.3	20	1180	1570	346	277	92	790	298	496	452	337	255	518	188	327	322	245	153	107	58	155	96
207 97 CS 31					C	15.9	24	1407	1602	356	285	97	827	301	489	458	349	288	535	195	339	326	253	164	101	57	138	86
NIGHT COURT(R)					A	19.9	32	1763	1628	319	267	107	732	330	511	454	295	178	564	261	402	353	235	115	170	84	162	96
THU 9.30P 30 NBC					B	20.5	33	1816	1600	323	273	106	732	326	506	459	300	183	548	251	390	348	232	122	163	86	157	95
208 98 CS 3					C	20.5	33	1816	1600	323	273	106	732	326	506	459	300	183	548	251	390	348	232	122	163	86	157	95
OUR HOUSE(R)					A	6.1	12	540	1665	259	196	41^	750	218	420	367	326	300	545	201	341	307	226	176	164	85^	205	141
SUN 7.00P 60 NBC					B	7.6	14	672	1646	272	207	41^	771	193	378	356	353	340	493	151	262	242	229	197	160	94	222	165
CONT'D																												

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING PERS				LOH	W O M E N					M E N					T E E N S		CHILDREN		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18- W/CH	18- 49	18- W/CH	18- 49	25- 34	35- 44	45- 54	55- 64	18- 49	18- 49	25- 34	35- 44	45- 54	55- 64	TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11			
EVENING CONT'D																												
OUR HOUSE(R)-CONT'D																												
	204	99	GD	30	C	10.9	18	962	1797	321	257	65	805	237	437	412	365	314	563	189	336	315	272	181	168	92	261	184
	7.00 - 7.30				A	5.6	12	496	1633	256	191	35^	762	207	411	368	327	317	561	176	328	305	251	200	141	69^	168	113^
	7.30 - 8.00				A	6.6	13	585	1692	261	200	46^	741	227	427	367	324	285	531	222	352	309	204	156	183	99^	237	165
PERFECT STRANGERS(R)																												
FRI	8.00P	30	ABC	9	A	8.4	17	744	1510	273	213	61^	739	242	379	337	279	323	401	116	205	206	213	144	107	65^	263	168
	211	98	CS	12	B	10.8	21	961	1615	269	207	83	781	241	401	380	319	330	459	163	266	251	214	155	126	76	249	156
					C	11.4	22	1009	1648	276	214	89	784	251	417	398	325	314	458	166	268	254	212	151	132	79	274	173
PRESIDENTIAL PORTRAIT																												
MON	9.58P	1	CBS	21	A	9.7	15	862	1522	334	247	70	853	237	438	420	396	358	440	130	224	225	215	183	86	42	143	84
	210	99	DO	82	B	12.3	20	1087	1547	314	238	75	837	248	446	431	392	333	492	160	270	264	232	182	90	44	128	74
	9.49P	1			C	12.8	21	1137	1576	319	239	73	847	240	440	426	399	347	523	161	286	276	255	200	91	45	115	69
	9.54P	1																										
PROBE(R)																												
THU	8.00P	60	ABC	5	A	6.3	11	558	1579	301	218	31^	717	162	376	394	412	279	599	222	395	371	295	165	139	70^	124	85^
	206	98	A	7	B	8.2	14	727	1600	296	222	58	744	198	397	407	398	283	582	195	352	342	301	185	112	49	162	99
	8.00 - 8.30				C	8.3	14	739	1623	294	225	58	755	206	409	411	391	282	592	199	359	352	300	190	111	53	165	102
					A	6.1	11	540	1514	286	195	31^	701	149	343	364	402	296	568	203	376	342	273	174	144	72^	101^	62^
8.30 - 9.00																												
					A	6.5	11	576	1641	315	239	32^	733	174	406	422	422	262	628	239	414	397	315	157	135	69^	145	106^
ST. ELSEWHERE																												
WED	10.00P	60	NBC	4	A	13.9	24	1232	1453	339	273	120	838	293	534	492	416	252	465	205	306	264	188	137	80	54	71	44^
	206	99	GD	21	B	13.1	23	1163	1460	321	248	101	843	262	492	488	429	284	479	175	300	272	228	149	65	39	74	44
	10.00 - 10.30				C	13.5	23	1193	1497	331	265	113	838	303	525	503	405	251	505	201	335	311	233	139	79	49	75	41
	10.30 - 11.00				A	13.8	23	1223	1474	352	284	124	844	297	534	492	416	260	466	202	300	264	188	142	91	61	73	43^
					A	13.9	25	1232	1443	328	263	116	837	291	538	497	418	247	467	210	314	266	190	134	70	48^	69	44^
60 MINUTES																												
SUN	7.00P	60	CBS	9	A	17.3	35	1533	1532	258	170	40^	748	143	295	317	340	395	699	182	331	342	320	315	34^	14^	51	23^
	213	99	DN	36	B	17.9	35	1590	1557	280	188	37	782	141	302	322	361	422	694	156	308	329	330	327	36	13^	44	22
	7.00 - 7.30				C	20.2	34	1792	1557	281	189	41	771	147	299	318	354	411	697	162	322	335	335	321	39	16	50	27
	7.30 - 8.00				A	16.1	34	1426	1538	249	163	43^	739	144	289	308	330	395	706	185	339	354	327	309	35^	14^	59	28^
					A	18.4	36	1630	1536	266	177	38^	760	143	302	327	350	398	697	181	325	334	315	322	34^	13^	44	19^
SMOTHERS BROS COMEDY HOUR																												
WED	8.00P	60	CBS	8	A	9.4	17	833	1635	256	180	73^	798	171	341	368	356	387	625	160	331	351	312	248	54^	16^	159	103
	207	99	GV	8	B	9.7	16	862	1610	264	182	53	789	158	337	363	371	386	616	137	305	329	324	256	64	28^	141	93
	8.00 - 8.30				C	9.7	16	862	1610	264	182	53	789	158	337	363	371	386	616	137	305	329	324	256	64	28^	141	93
	8.30 - 9.00				A	9.0	16	797	1605	248	178	74^	784	171	336	355	350	382	619	163	330	347	303	245	49^	15^	154	97
					A	9.8	17	868	1663	263	183	73^	811	171	345	380	363	391	630	157	332	355	321	250	59^	16^	163	109
SPECIAL MOVIE PRSNT-THU(S)																												
THU	9.00P	120	CBS		A	13.2	22	1170	1537	309	239	65	890	225	447	419	417	387	429	142	232	232	206	162	80	40^	137	90
	211	99	FF																									
PROMISED A MIRACLE																												
	9.00 - 9.30				A	11.5	19	1019	1581	317	245	69	906	199	437	406	430	415	445	126	224	227	211	187	77	43^	154	101
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR	NET	OF	T/C	NO.	T/C	TYPE	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN							
													PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	12-	12-	2-	6-								
																													(2+)	18+	49	<3	TOTAL	34	49	54
EVENING CONT'D																																				
SPECIAL MOVIE PRSNT-THU(-CONT'D																																				
	9.30 - 10.00								A	12.8	21	1134	1565	319	247	69	912	213	444	419	429	411	422	129	220	227	212	167	77	38^	155	106				
	10.00 - 10.30								A	14.4	24	1276	1529	304	236	64	877	243	456	425	402	363	428	155	243	241	206	149	78	38^	145	91				
	10.30 - 11.00								A	14.0	25	1240	1494	301	232	58	878	239	454	426	411	369	428	154	240	233	197	152	87	43^	101	66				
SPECIAL MOVIE PRESNT-FRI.(S)																																				
FRI	9.00P	120	CBS						A	11.5	21	1019	1662	356	275	95	881	278	503	469	442	308	504	184	297	271	221	175	106	78	171	107				
	206	97	FF																																	
I SAW WHAT YOU DID																																				
	9.00 - 9.30								A	11.6	21	1028	1639	353	274	89	890	263	487	462	434	337	499	167	276	260	216	190	83	63	167	90				
	9.30 - 10.00								A	11.4	20	1010	1669	366	284	101	891	282	512	474	447	308	484	182	289	263	206	167	95	74	199	125				
	10.00 - 10.30								A	11.3	20	1001	1670	356	277	100	886	291	516	474	447	295	500	192	295	267	218	172	120	85	164	108				
	10.30 - 11.00								A	11.6	21	1028	1685	352	267	90	866	280	501	472	443	294	535	199	330	296	246	171	129	89	155	105				
SPENSER: FOR HIRE(R)																																				
SAT	10.00P	60	ABC						A	9.9	20	877	1574	294	217	77	825	193	395	393	419	375	545	147	297	274	276	217	71^	23^	133	92				
	206	99	PD						B	9.6	19	849	1645	295	216	75	804	207	413	404	409	334	599	166	327	323	312	225	99	44	143	94				
	10.00 - 10.30								C	10.4	20	925	1674	303	229	80	799	214	428	414	407	318	621	176	348	351	326	219	110	52	144	96				
									A	9.6	19	851	1594	294	220	79	836	199	403	393	418	383	538	139	289	265	270	222	74^	24^	146	93				
10.30 - 11.00																																				
									A	10.2	21	904	1556	294	215	76	814	187	388	392	421	369	552	154	305	282	280	213	69^	21^	121	91				
SPORTSBREAK-SAT																																				
SAT	9.58P	1	CBS						A	7.1	14	629	1684	309	238	91^	733	264	446	398	351	219	705	274	448	449	314	201	109	31^	137	92^				
	210	99	SN						B	8.6	16	761	1715	302	242	96	742	250	448	428	353	231	695	248	450	447	339	192	127	47	151	96				
									C	8.5	15	753	1693	300	230	75	780	228	421	412	369	299	664	213	391	394	328	218	109	44	139	86				
SPORTSBREAK-SUN																																				
SUN	9.51P	1	CBS						A	13.3	21	1178	1610	322	202	56	856	174	373	441	464	372	634	123	291	335	372	270	53^	26^	67	36^				
	212	99	SN						B	16.3	26	1446	1676	329	230	54	842	217	423	424	425	346	667	168	338	348	344	269	82	35	85	52				
									C	17.0	26	1502	1660	340	245	60	871	222	445	443	440	356	618	156	314	318	326	251	83	39	88	55				
THAT'S INCREDIBLE REUNION(S)																																				
SUN	8.00P	60	ABC						A	11.3	20	1001	1783	283	236	97	689	240	455	420	352	179	598	218	424	390	303	149	228	82	267	173				
	212	99	PV																																	
	8.00 - 8.30								A	9.9	18	877	1726	281	240	93	687	228	457	426	357	176	543	195	372	346	268	146	219	79	278	180				
	8.30 - 9.00								A	12.6	21	1116	1841	286	235	101	697	251	457	419	350	182	646	238	468	427	333	153	238	85	261	168				
TOUR OF DUTY(R)																																				
SAT	9.00P	60	CBS						A	7.5	15	665	1670	270	209	88^	700	262	425	365	316	215	683	271	455	438	307	188	126	40^	161	96				
	209	99	GD						B	8.5	16	754	1782	266	222	83	676	241	432	398	318	196	735	278	519	500	363	168	162	53	209	147				
	9.00 - 9.30								C	8.8	16	776	1796	264	220	81	672	243	430	393	313	195	747	294	535	512	362	164	165	52	211	145				
	9.30 - 10.00								A	7.0	14	620	1684	248	191	82^	689	252	408	348	307	220	686	258	447	432	314	199	132	37^	176	105				
									A	7.9	15	700	1678	293	227	95	719	274	446	384	328	213	688	285	469	448	305	180	122	44^	149	89^				
TRACEY ULLMAN SHOW(R)																																				
SUN	10.00P	30	FOX						A	2.8	5	248	1420	342	329	40^	676	306	457	380	237^	198^	610	299	428	310	198^	166^	63^	35^	71^	45^				
	120	85	CS						B	3.0	5	264	1481	271	257	57^	593	304	441	334	212	137	556	306	455	342	216	84^	161	82^	172	119				
									C	3.1	5	272	1460	259	240	60^	592	305	440	334	212	135	539	290	442	339	215	79^	160	80^	170	119				
20/20																																				
									A	11.7	21	1037	1534	237	140	68	826	175	331	352	375	425	541	137	276	292	267	211	57^	34^	109	56^				
CONT'D																																				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

28 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
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DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49	18-49 W/CH	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-4

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									WORKING WOMEN		W O M E N					M E N					T E E N S			C H I L D R E N				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	18- 18+	49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	MALE 12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11
EARLY EVENING NEWS					A	9.5	20	842	217	148	781	146	296	310	358	427	524	113	240	262	272	239	29^	19^	22^	21^	17^	18^
ABC WORLD NEWS TONIGHT MON-FRI 6.30P 30 ABC 45					B	10.0	20	888	221	154	781	144	296	321	362	420	538	117	238	251	265	254	24^	24^	21^	30	19^	19^
214 99 N 168					C	10.7	20	952	229	162	773	147	307	324	374	409	564	126	250	270	271	262	26^	27	24^	37	21^	20^
ABC WRLD NEWS TONIGHT-SAT SAT 6.30P 30 ABC 9					A	6.3	16	558	220	151	773	103^	247	292	351	451	561	114	181	198	280	331	40^	15^	37^	28^	18^	19^
186 93 N 24					B	6.1	15	540	201	136	732	111	247	261	315	437	611	122	240	273	312	295	30^	26^	25^	36^	24^	18^
					C	7.1	15	628	212	139	736	116	251	271	335	429	624	141	267	292	303	288	30^	26^	27^	35^	26^	22^
ABC WRLD NEWS TONIGHT-SUN SUN 6.30P 30 ABC 8					A	4.2	10	372	208	141^	710	122^	271	260	318	401	465	124^	216	252	242	205	29^	33^	30^	63^	34^	47^
168 86 N 31					B	5.2	12	456	232	154	731	134	286	299	355	383	638	161	301	323	320	270	36^	25^	28^	36^	38^	26^
					C	6.5	13	574	228	162	749	146	290	299	343	405	630	150	290	302	310	283	38^	30^	35^	34^	29^	30^
CBS EVENING NEWS-RATHER MON-FRI 6.30P 30 CBS 45					A	9.2	19	813	217	138	770	115	238	254	320	479	572	89	198	212	266	337	23^	17^	15^	19^	16^	13^
212 99 N 174					B	9.8	20	868	217	136	767	117	254	274	325	460	578	89	203	218	273	331	20^	17^	15^	25^	16^	17^
					C	11.3	21	1000	220	136	761	125	266	288	331	438	588	100	222	230	280	328	26	21^	22^	33	21^	21^
CBS EVENING NEWS-SUNDAY SUN 6.00P 30 CBS 8					A	5.9	14	523	226	141	718	125	260	274	337	401	659	134	249	308	300	334	46^	9^	29^	24^	14^	1^
189 90 N 21					B	6.1	15	544	210	131	657	102	224	244	300	385	695	163	307	327	326	325	39^	18^	26^	20^	19^	11^
					C	6.9	14	614	213	136	703	103	230	257	315	420	666	143	284	294	311	336	27^	19^	22^	19^	18^	14^
CBS SAT. NEWS-SCHIEFFER					A	5.6	15	496	190	146	666	171	239	227	206	398	641	188	313	293	263	290	12^	16^	8^	26^	25^	13^
SAT 6.30P 30 CBS 8					B	5.6	14	496	195	122	700	115	212	229	275	438	646	135	250	246	265	360	20^	16^	14^	27^	23^	15^
160 90 N 29					C	6.5	14	580	192	118	721	108	216	236	285	453	640	131	251	254	285	348	24^	20^	24^	32^	22^	16^
NBC NIGHTLY NEWS MON-FRI 6.30P 30 NBC 45					A	8.8	19	780	221	152	774	126	268	293	334	438	568	122	236	236	242	297	21^	33^	28^	26^	13^	24^
204 99 N 169					B	8.7	18	771	205	134	779	124	255	281	334	460	565	117	225	239	251	295	25^	32^	25^	27^	15^	19^
					C	10.1	19	894	209	142	788	128	273	302	342	449	585	132	248	258	261	290	27^	32	27^	32	18^	21^
NBC NIGHTLY NEWS-SAT. SAT 6.40P 20 NBC 8					A	3.5	9	310	194^	127^	654	136^	260	226	306	339	702	158^	321	258	320	369	18^	43^	35^	21^	6^	33^
144 76 N 29					B	6.1	15	537	169	108	726	104	217	229	281	458	635	123	239	241	267	355	32^	19^	30^	28^	26^	20^
					C	7.8	16	695	176	112	766	110	220	244	290	489	618	126	238	243	258	339	25^	23^	27^	32^	20^	21^
NBC NIGHTLY NEWS-SUN SUN 6.30P 30 NBC 8					A	6.1	14	540	191	140	713	122	272	296	293	391	697	163	340	372	363	287	30^	19^	46^	25^	21^	28^
183 92 N 20					B	6.2	14	549	193	124	734	106	238	266	313	434	664	137	275	304	314	323	29^	25^	30^	25^	27^	24^
					C	6.7	13	593	217	141	780	115	254	280	330	464	660	136	272	289	297	331	30^	26^	28^	28^	27^	21^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

32 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N						T E E N S								
								18- 24	18+ 49		25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17								
										(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17				
LATE FRINGE																																	
ABC NEWS:NIGHTLINE										A	5.3	16	473	1395	227	160	161	62^	731	192	344	333	389	346	56^	596	186	355	327	377	357	17v	20^
MW-F 11.30P 30 ABC 43										B	5.7	17	507	1380	256	186	189	66	722	188	364	348	400	360	64	568	184	330	302	353	332	24^	23^
TUE 11.34P 30										C	5.5	16	485	1395	252	182	189	65	714	183	358	341	398	360	64	579	183	326	302	360	334	25^	22^
11.30 - 12.00										A	5.4	16	477	1395	227	160	161	62^	730	190	342	331	387	344	57^	597	187	356	327	378	357	17v	20^
12.00 - 12.30										A	3.8	13	337	1393	249	169^	179^	84^	767	275	422	408	464	420	40v	543	180^	335	304	343	335	21v	36v
ABC WEEKEND REPORT-SAT.										A	2.1	6	186	1348	183^	102^	145^	70v	622	162^	329^	278^	345	343	150^	533	212^	352	315^	393	305^	25v	64v
SAT 11.30P 15 ABC 9										B	2.0	7	174	1396	303	206	223	86^	686	197	381	361	435	391	88^	542	214	339	302	369	334	26v	55^
138 75 N 34										C	2.0	6	181	1426	307	230	232	81^	716	199	393	372	434	392	77^	547	197	328	304	371	336	23v	44^
ABC WEEKEND REPORT-SUN.										A	2.3	9	204	1372	225^	198^	188^	75v	665	309^	455	437	489	446	70v	606	318	499	465	491	470	23v	31v
SUN 11.30P 15 ABC 9										B	2.3	9	204	1351	274	211	222	59^	678	213	394	389	454	415	73^	574	239	399	375	436	404	24v	26v
148 81 N 34										C	2.2	9	192	1373	263	209	214	63^	655	187	365	355	420	381	69^	591	213	388	367	436	408	36^	27v
CBS LATE NIGHT I										A	3.6	13	317	1332	256	197	199	87^	715	222	407	386	433	389	78^	483	175	307	278	308	277	33^	33^
MON 11.30P 64 CBS 43										B	3.6	14	320	1334	273	207	209	76^	710	215	401	380	427	388	88	496	192	323	299	338	293	35^	28^
169 83 FF 143										C	3.7	15	328	1372	281	215	221	81	742	217	408	381	434	395	76^	515	181	320	301	348	308	27^	27^
TUE&THU 11.30P 66																																	
WED 12.00M 65																																	
FRI 11.30P 67										A	3.8	12	337	1340	252	192	201	71^	722	213	411	395	446	407	76^	488	193	319	289	321	293	33^	23^
11.30 - 12.00										A	3.6	14	317	1311	254	198	194	93^	691	220	396	374	419	373	80^	484	172	308	277	303	274	34^	38^
12.00 - 12.30										A	3.2	14	287	1326	264	203	204	102^	742	242	413	383	427	379	77^	455	138	271	251	286	245	29^	38^
12.30 - 1.00										A	2.9	14	257	1317	256	184^	198^	142^	805	278	465	413	455	397	67^	408	108^	213^	195^	238^	189^	13v	45v
1.00 - 1.30																																	
CBS LATE NIGHT II										A	2.4	13	209	1315	272	202	200	110^	694	245	405	379	428	367	81^	458	166	307	282	306	273	49^	36v
MON 12.34A 50 CBS 45										B	2.5	14	220	1291	267	202	198	87^	682	234	406	381	425	382	88^	480	198	340	318	360	314	32^	32^
169 83 FF 169										C	2.4	14	212	1334	296	228	229	91^	710	235	426	397	446	403	85^	503	201	346	325	373	324	26v	32^
TUE 12.36A 47																																	
WED 12.35A 43																																	
THU 12.36A 50																																	
FRI 12.37A 45																																	
12.30 - 1.00										A	2.5	13	223	1309	265	196	194	105^	696	238	401	379	426	366	79^	456	166	297	272	299	267	46^	37v
1.00 - 1.30										A	2.2	13	196	1306	278	206	205	114^	684	251	404	374	425	365	84^	454	165^	316	291	310	276	53^	34v
CBS NEWS NIGHTWATCH-1										A	0.8	8	71	1147	226^	147^	209^	39v	653	195^	336^	326^	397^	376^	79v	425^	144^	253^	237^	307^	244^	<<	27v
M-THSU 2.00A 30 CBS 44										B	0.9	9	81	1225	285^	200^	242^	52v	708	207^	402	380	441	421	61v	435	144^	276^	262^	339	296^	9v	25v
46 52 N 161										C	0.9	9	79	1245	285^	208^	222^	64v	697	225^	390	365	418	390	64v	458	171^	299^	278^	337	304^	17v	18v
CBS NEWS NIGHTWATCH-2										A	0.8	10	74	1183	238^	138^	184^	46v	659	208^	356^	336^	388^	369^	84v	413^	119^	263^	247^	318^	254^	9v	26v
M-THSU 2.30A 30 CBS 44										B	0.9	11	84	1172	300^	192^	228^	56v	684	207^	378	354	413	394	61v	391	135^	244^	232^	310	274^	17v	26v
61 63 N 170										C	0.9	11	80	1200	306^	206^	219^	61v	678	218^	378	352	407	380	62v	436	163^	277^	260^	320	287^	19v	18v

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
						AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N					M E N					T E E N S				
DAY	TIME	DUR	NET	NO. OF T/C					(2+)	18+	49	25- 54	15- 24	TOTAL	18- 34	18- 49	18- 49	21- 54	21- 54	15- 24	TOTAL	18- 34	18- 49	18- 49	21- 54	21- 54	12- 17	12- 17
LATE FRINGE CONT'D																												
CBS NEWS NIGHTWATCH-3					A	0.8	13	67	1146	268^	161^	191^	43v	714	197^	362^	354^	405^	379^	51v	329^	129^	213^	205^	259^	223^	15v	29v
M-THSU 3.00A 180					B	0.9	14	77	1117	284^	171^	196^	62v	693	199^	348	329^	390	357	43v	340	134^	209^	202^	264^	234^	10v	20v
78 74 CBS N 173					C	0.8	15	75	1113	294^	177^	197^	55v	686	178^	318^	298^	370	343	50v	355	132^	213^	206^	248^	212^	11v	13v
3.00 - 3.30					A	0.9	12	76	1108	215^	129^	167^	41v	625	174^	326^	308^	360^	347^	64v	368^	82v	201^	201^	274^	237^	27v	28v
3.30 - 4.00					A	0.8	13	74	1092	244^	157^	189^	47v	669	210^	357^	347^	411^	381^	39v	324^	109v	200^	191^	256^	234^	17v	26v
4.00 - 4.30					A	0.8	14	71	1109	262^	162^	186^	43v	701	223^	375^	365^	405^	379^	42v	311^	125^	198^	188^	251^	218^	9v	27v
4.30 - 5.00					A	0.8	14	67	1145	269^	167^	185^	36v	735	220^	365^	384^	419^	392^	51v	301^	142^	211^	201^	252^	211^	10v	28v
5.00 - 5.30					A	0.8	14	67	1123	263^	148^	169^	35v	721	174^	337^	337^	374^	348^	60v	319^	156^	219^	209^	258^	208^	10v	28v
5.30 - 6.00					A	0.7	12	60	1098	319^	176^	224^	48v	719	139v	329^	322^	391^	361^	43v	284^	144^	215^	203^	210^	179^	11v	35v
CBS SUNDAY NEWS					A	2.5	5	222	1521	318	212^	226^	68v	887	192^	439	418	492	445	40v	543	214^	367	355	390	373	11v	15v
SUN 11.00P 15					B	2.9	6	255	1490	279	184	193	53^	792	146	356	341	389	358	44^	618	158	316	304	359	334	14v	16v
109 58 CBS N 35					C	3.2	7	287	1465	290	207	213	54^	810	167	382	368	412	379	54^	565	135	285	272	316	289	24^	13v
DAVID LETTERMAN I					A	3.9	18	347	1336	236	202	171	114	653	281	478	432	446	388	172	559	334	448	413	439	336	60^	22v
MON-FRI 12.30A 30					B	3.7	18	328	1331	263	222	196	113	635	259	432	393	423	364	154	564	311	438	396	429	344	47^	28^
205 99 NBC GV 169					C	3.9	19	348	1380	281	239	209	121	662	283	448	404	440	381	160	586	329	459	407	438	355	45^	37^
DAVID LETTERMAN II					A	3.2	19	282	1347	247	221	194	124	638	303	501	454	472	406	198	587	362	492	456	480	356	61^	26v
MON-FRI 1.00A 30					B	3.0	18	268	1313	264	226	194	118	612	265	431	394	416	352	173	573	339	459	415	447	348	50^	28^
205 99 NBC GV 169					C	3.2	20	286	1364	280	241	205	128	643	295	452	407	438	373	178	594	364	481	424	455	360	45^	35^
FRIDAY NIGHT VIDEOS					A	2.6	17	230	1404	195^	175^	150^	155^	650	339	496	427	453	384	217^	507	354	438	399	430	340	161^	32v
FRI 1.30A 60					B	2.6	17	234	1381	250	224	178	181	603	318	462	406	427	340	229	534	368	451	369	395	305	115^	58^
174 96 NBC PC 34					C	2.7	18	236	1425	275	246	202	173	603	333	472	415	441	357	233	584	411	502	418	443	348	103^	61^
1.30 - 2.00					A	2.8	16	248	1431	194^	169^	146^	158^	672	340	507	436	458	395	217^	516	359	447	393	421	340	149^	36v
2.00 - 2.30					A	2.4	17	213	1372	196^	182^	154^	152^	625	337	482	417	448	371	218^	498	348	428	406	440	339	175^	27v
G MICHAELS SPORTS MACHINE					A	2.1	7	186	1489	281^	219^	218^	100^	534	251^	375	373	436	362	189^	773	369	553	515	566	438	40v	44v
SUN 11.30P 15					B	2.2	7	192	1456	257	212	199	96^	612	206	388	375	408	343	197	699	341	509	438	476	388	58^	38v
83 55 NBC SC 36					C	1.9	6	167	1486	279	230	229	94^	612	215	406	388	428	378	198	732	349	529	459	510	411	48^	42^
LATE SHOW-FOX					A	1.2	4	103	1320	275^	234^	213^	153^	687	354	528	476	510	424	121^	481	276^	383	335	379	323^	65v	26v
MON-FRI 11.30P 60					B	1.2	4	104	1342	281	250	221^	126^	609	315	472	436	459	392	160^	545	346	471	400	427	364	57v	50v
104 79 FOX GV 169					C	1.5	4	133	1443	287	255	223	151^	641	338	487	437	471	403	182^	593	365	491	413	442	368	63^	57^
11.30 - 12.00					A	1.3	4	115	1332	274^	237^	213^	152^	683	346	520	470	498	411	115^	497	277^	398	347	391	344	59v	26v
12.00 - 12.30					A	1.0	4	92	1280	271^	226^	209^	151^	678	358^	526	476	516	432	126^	452	270^	356^	314^	358^	291^	71v	26v
SATURDAY NIGHT					A	7.6	23	673	1460	257	214	173	209	640	305	442	381	408	335	113	534	255	413	375	405	368	70^	106
SAT 11.30P 76					B	7.6	23	670	1476	283	235	220	143	638	282	447	403	436	383	133	560	280	439	396	424	377	92	82
201 99 NBC GV 27					C	8.0	24	710	1558	305	258	232	149	665	311	480	436	471	410	151	602	311	478	432	468	412	97	87
11.30 - 12.00					A	9.4	26	833	1527	271	218	186	189	690	310	460	403	437	365	120	556	250	404	363	407	372	81	91
12.00 - 12.30					A	6.8	22	602	1395	246	213	163	219	605	310	432	368	390	315	107	513	252	417	379	393	361	63^	106
12.30 - 1.00					A	5.9	22	523	1354	228	202	153	240	549	272	398	334	348	281	103^	499	267	417	395	410	357	52^	145

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS		WORKING WOMEN		W O M E N						M E N						T E E N S			
									(2+)	18+	18- 49	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	12- 17	12- 17
LATE FRINGE CONT'D					A	6.4	20	571	1398	264	200	188	90	731	219	413	386	422	371	116	554	243	366	339	376	312	46^	20^
TONIGHT SHOW					B	5.7	19	508	1366	263	203	202	84	705	211	401	374	420	377	96	538	217	345	323	363	311	41^	27^
MON-FRI 11.30P 60 NBC 45					C	6.1	20	537	1400	277	217	210	90	733	228	414	383	432	390	96	544	215	352	326	362	312	38^	31^
202 99 GV 166					A	7.0	20	624	1414	265	199	192	89	735	218	410	384	426	376	111	559	231	361	335	373	316	46^	22^
11.30 - 12.00					A	5.8	21	517	1378	262	202	182	91	726	219	416	387	417	366	123	547	258	371	343	379	308	45^	18^
12.00 - 12.30																												

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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										18-49	WOMEN		18- W/CH	18- 49	18- 49	18- 34	18- 49	25- 54	35- 64	55+ 65+	18- 34	18- 49	25- 54	35- 64	55+ 65+	MALE	FEM.	12- 17	12- 17	MALE	FEM.	TOTAL	2- 6	2- 6	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

40 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N								M E N		T E E N S			C H I L D R E N			
									18-49	WOMEN		15-	18-	18-	25-	25-	35-			TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.
DAY	TIME	DUR	NET	NO. OF		AVG.	SH	AVG.	18-49	WOMEN		15-	18-	18-	25-	25-	35-			TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.
	#STNS	CVG%	TYPE	T/C		%	%	0,000	W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11
MONDAY-FRIDAY DAYTIME																												
ALL MY CHILDREN					A	6.7	25	590	137	233	207	168	888	412	650	505	545	366	199	235	54^	9^	32^	29^	32^	55^	55^	32^
MON-FRI 1.00P 60 ABC 45					B	6.9	25	609	146	232	207	150	858	385	600	477	524	360	211	239	60	13^	41^	34^	41^	58	60	38^
217 99 DD 168					C	7.5	25	666	146	240	212	147	855	384	582	458	508	346	223	264	73	14^	39	31^	54	55	73	36^
1.00 - 1.30					A	6.3	24	562	135	228	206	170	875	410	645	500	536	359	194	241	52^	11^	32^	32^	35^	59^	57^	36^
1.30 - 2.00					A	7.0	26	624	138	235	207	165	893	410	648	506	548	369	202	229	55	8^	32^	27^	29^	51^	52^	29^
AMERICAN TREASURY					A	4.2	15	369	95^	199	171	188	921	255	464	332	369	341	420	247	104	25^	81^	64^	33^	20^	23^	30^
MWF 3.58P 1 CBS 27					B	4.5	16	400	98	195	155	140	889	220	420	324	368	375	425	253	119	19^	67	52^	33^	47^	36^	44^
196 92 DO 101					C	4.7	15	413	93	189	136	129	881	234	424	331	383	375	404	280	128	25^	55^	48^	35^	49^	38^	46^
ANOTHER WORLD					A	4.5	17	400	78^	170	154	133	888	274	464	352	420	366	355	212	106	18^	36^	30^	26^	49^	52^	22^
MON-FRI 2.00P 60 NBC 45					B	4.6	17	411	83	168	149	141	863	265	457	346	408	372	344	231	99	22^	52^	44^	38^	61^	61^	38^
202 99 DD 165					C	5.0	17	445	84	195	169	149	869	276	468	348	407	371	342	272	106	22^	57^	43^	29^	48^	47^	30^
2.00 - 2.30					A	4.6	17	406	81^	172	156	130	888	281	469	356	421	357	353	219	108	18^	33^	28^	26^	51^	53^	25^
2.30 - 3.00					A	4.5	16	397	75^	167	151	135	884	266	458	347	417	372	356	204	104	18^	39^	33^	26^	45^	52^	20^
AS THE WORLD TURNS					A	6.2	23	548	120	153	127	121	905	227	410	306	337	344	463	271	118	13^	24^	22^	31^	34^	49^	17^
MON-FRI 2.00P 60 CBS 45					B	6.3	23	562	108	156	125	103	904	217	397	311	350	353	467	265	134	14^	28^	21^	34^	43^	48	28^
210 99 DD 170					C	6.5	23	580	95	166	122	112	911	228	417	323	380	384	438	272	124	18^	28^	28^	36^	45	47	34^
2.00 - 2.30					A	6.1	23	537	116	151	126	112	911	225	405	302	334	342	475	276	123	14^	15^	14^	33^	35^	52^	17^
2.30 - 3.00					A	6.3	23	560	124	154	127	130	896	228	414	308	339	344	451	265	113	13^	32^	29^	29^	33^	46^	16^
BOLD AND THE BEAUTIFUL					A	4.9	18	438	126	142	115	95	898	216	381	291	314	335	494	291	127	16^	10^	10^	48^	45^	72^	21^
MON-FRI 1.30P 30 CBS 45					B	5.2	19	456	103	156	124	86	885	202	369	291	332	352	475	281	124	15^	18^	13^	41^	46^	57	29^
198 93 DD 168					C	5.3	18	468	93	181	137	100	894	224	413	323	375	388	430	289	121	17^	19^	20^	41^	49^	53^	37^
CLASSIC CONCENTRATION					A	3.0	15	268	80^	97^	64^	59^	816	146	275	220	268	324	492	290	141	8^	6^	7^	45^	51^	71^	26^
MON-FRI 10.30A 30 NBC 45					B	3.3	15	289	83^	119	80^	63^	797	145	301	250	315	351	431	294	131	23^	25^	24^	56^	67^	77^	46^
143 79 QG 166					C	3.5	15	313	85	145	108	77^	806	179	345	282	349	342	393	328	148	22^	27^	24^	49^	66^	70^	44^
DAYS OF OUR LIVES					A	6.2	23	546	90	183	161	184	868	299	492	346	410	346	311	241	101	22^	60^	54^	25^	46^	41^	30^
MON-FRI 1.00P 60 NBC 45					B	6.2	23	552	92	168	148	180	858	288	475	341	403	353	321	239	95	30^	74	67	35^	64	57	41^
205 99 DD 168					C	6.9	23	612	92	189	161	176	857	293	489	357	420	365	305	269	102	26^	74	61	34^	50	51	33^
1.00 - 1.30					A	5.9	22	526	86	183	161	177	849	284	461	321	388	334	321	256	106	23^	58^	52^	24^	39^	39^	24^
1.30 - 2.00					A	6.4	24	571	94	181	160	189	876	310	515	365	427	354	300	225	96	21^	61	55^	25^	53^	43^	35^
GENERAL HOSPITAL					A	7.2	26	638	127	246	195	152	899	385	584	466	523	363	259	184	74	12^	59	39^	23^	58	46^	35^
MON-FRI 3.00P 60 ABC 45					B	7.3	26	644	122	221	183	153	854	358	532	416	470	340	268	221	85	21^	65	47	38^	60	53	45
217 99 DD 168					C	8.0	26	706	124	235	197	164	871	363	542	416	467	341	278	231	87	23^	67	49	44	53	57	40
3.00 - 3.30					A	7.2	27	640	129	242	194	155	907	391	593	472	528	366	257	184	74	11^	55	37^	24^	53	48^	29^
3.30 - 4.00					A	7.2	25	640	124	248	195	148	887	377	571	458	516	358	259	184	74	14^	62	40^	21^	62	43^	40^
GUIDING LIGHT					A	5.7	20	503	99	193	159	156	904	221	433	324	356	391	439	261	106	14^	62^	53^	28^	30^	36^	22^
MON-FRI 3.00P 60 CBS 45					B	5.9	21	523	102	193	158	128	895	222	419	327	363	369	440	250	120	16^	56	44^	31^	48^	44^	35^
209 99 DD 169					C	6.1	20	538	94	191	140	123	899	235	431	338	386	388	421	261	119	17^	47^	40^	34^	50	44^	41^
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME DAYTIME #STNS CVG% TYPE					KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									LOH WORKING			W O M E N										M E N		T E E N S			C H I L D R E N					
									18-49 W/CH 18- 49	18- 49	18- 49	15- 24	TOTAL	18- 34	49	49	54	64	55+	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11				
MONDAY-FRIDAY DAYTIME CONT'D																																
GUIDING LIGHT-CONT'D 3.00 - 3.30 3.30 - 4.00									A A	5.6 5.8	21 20	498 510	100 96	186 198	156 162	149 163	898 908	215 226	428 437	321 325	350 361	391 391	441 435	267 253	111 102	13v 16v	55^ 69	47^ 58^	27^ 29^	29^ 31^	40^ 33^	16v 27^
HOME MON-FRI 11.30A 175 88 IA 90									B A C	2.3 2.4 2.6	11 11 11	207 217 228	157^ 146 152	282 234 243	235 204 207	86^ 93^ 97^	843 791 800	369 331 319	578 527 530	496 444 446	533 485 490	369 348 367	228 222 226	224 256 254	40v 60^ 64^	7v 14v 16v	12v 26v 26v	8v 18v 21v	45^ 52^ 48^	54^ 56^ 53^	73^ 67^ 69^	26v 41^ 32^
LOVING MON-FRI 12.30P 177 89 DD 168									A B C	3.7 3.8 4.1	15 15 15	324 338 366	121 141 144	237 233 242	223 219 222	123 124 140	819 828 838	385 392 388	560 568 574	452 462 454	488 503 493	310 314 327	223 220 225	217 226 239	46^ 55^ 60^	10v 14v 18v	22v 32^ 37^	18v 25^ 30^	35^ 47^ 67^	54^ 55^ 52^	48^ 54^ 77	41^ 49^ 43^
NBC NEWS DIGEST-DAYTIME M-F 2.57P 191 94 N 101									A B C	4.1 4.2 4.6	15 15 15	363 372 405	63^ 74 74	171 171 190	156 148 165	157 159 154	855 844 838	269 261 253	454 459 452	330 339 339	388 397 395	358 384 376	342 328 330	192 223 281	78^ 82 99	10v 26^ 27^	49^ 69 77	36^ 56^ 57^	32^ 41^ 31^	47^ 62^ 47^	56^ 61^ 45^	24v 42^ 33^
NEW CARD SHARKS MON-FRI 10.30A 158 78 QP 170									A B C	2.7 2.8 3.0	13 13 13	239 248 270	86^ 71^ 76^	111^ 103 132	74^ 76^ 96	48^ 42^ 57^	738 702 708	170 156 176	282 295 315	241 259 265	285 301 321	365 340 335	411 366 337	403 408 429	251 232 244	9v 22v 23v	10v 23v 23v	8v 17v 16v	36^ 52^ 69^	44^ 67^ 68^	48^ 63^ 81^	32v 56^ 57^
NEWSBREAK-11.57									A	4.2	19	369	75^	125	96	68^	791	200	329	270	309	313	422	419	214	7v	13v	11v	46^	45^	60^	32^
MON-FRI 11.57A 172 79 N 169									B C	4.5 5.1	20 21	400 455	77 66	125 163	97 121	66 71	748 751	170 177	316 319	259 257	297 305	305 308	395 383	410 417	218 215	15v 18^	21^ 22^	16^ 16^	49^ 52^	64^ 61	66 67	46^ 45^
NEWSBREAK-3.44 MON 3.40P 193 92 N 169									A B C	4.7 4.9 5.2	17 17 17	418 438 461	92 106 94	192 199 195	153 166 148	160 129 119	895 893 894	218 232 234	410 411 413	306 322 322	342 354 368	381 354 375	450 449 436	268 263 260	121 130 120	16v 17^ 18^	75^ 65 50^	64^ 48^ 38^	22^ 33^ 35^	28^ 51^ 54^	25^ 40^ 43^	25^ 43^ 45^
TUE-THU 3.42P FRI 3.43P																																
ONE LIFE TO LIVE MON-FRI 2.00P 216 99 DD 166 2.00 - 2.30 2.30 - 3.00									A B C A	7.1 6.9 7.6 7.0 7.3	26 25 26 26 26	633 613 670 620 649	152 155 147 149 155	238 213 223 236 239	201 183 193 200 201	155 151 153 153 156	908 868 873 901 909	414 384 377 417 409	632 576 572 631 630	499 450 443 497 497	555 508 496 552 555	375 357 358 368 379	219 233 247 216 221	176 210 229 176 176	60 75 86 59 60	8v 15^ 15^ 7v 9v	35^ 43 44 30^ 40^	24^ 32^ 32^ 22^ 26^	26^ 39^ 47 27^ 26^	52^ 66 57 48^ 54	54 65 68 53^ 55	24^ 40^ 36^ 22^ 26^
PRICE IS RIGHT 1 MON-FRI 11.00A 211 99 AP 169									A B C	4.4 4.6 5.0	21 21 22	386 409 447	72^ 68 67	111 98 140	77^ 71 95	73^ 63 71	756 701 723	182 153 167	291 278 297	225 222 234	263 250 274	313 294 303	427 395 386	423 415 435	238 222 232	8v 20^ 21^	9v 20^ 20^	10v 18^ 17^	48^ 63 68	60^ 69 68	61^ 69 78	46^ 63 59
PRICE IS RIGHT 2 MON-FRI 11.30A 211 99 AP 171									A B C	5.7 6.0 6.5	26 27 27	501 532 574	65^ 68 61	125 110 145	93 82 102	73 65 70	746 720 734	183 157 167	294 287 296	228 229 233	265 262 275	287 287 292	415 399 397	425 422 439	242 231 235	10v 19^ 19^	11v 20^ 21^	10v 17^ 17^	52^ 60 63	59^ 65 63	67 69 74	44^ 56 52
RYAN'S HOPE MON-FRI 12.00N 162 81 DD 168									A B C	2.3 2.4 2.8	10 10 11	207 211 250	169 164 145	254 230 248	233 209 225	94^ 120^ 129	873 846 827	451 416 398	621 588 584	535 490 481	564 520 519	296 299 321	222 227 206	276 263 262	30v 50^ 53^	10v 16v 20v	20v 40^ 49^	14v 29v 35^	29v 51^ 77^	64^ 61^ 57^	59^ 63^ 85^	34v 49^ 50^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N				
										18-49	WOMEN		15-	18-	18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.		
									W/CH	18-	15-	18-	18-	25-	25-	35-			12-	12-	15-	2-	2-	2-	6-				
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11	
MONDAY-FRIDAY DAYTIME CONT'D																													
SALE OF THE CENTURY						A	2.7	13	241	42^	114^	83^	35v	820	115^	264	230	270	335	516	346	174	<<	<<	<<	37^	26v	47^	16v
MON-FRI 10.00A						B	2.9	14	259	52^	128	87^	40^	788	125	272	241	298	315	460	347	170	12v	21v	14v	50^	46^	55^	41^
146 79 QG 166						C	3.1	13	274	63^	145	108	49^	785	146	312	272	323	317	422	397	199	15v	21v	17v	46^	49^	59^	36^
SANTA BARBARA						A	3.9	14	349	63^	148	127	151	831	226	426	324	389	387	339	222	87^	17v	90^	60^	34^	48^	51^	30^
MW-F 3.00P						B	4.2	15	373	86	152	129	174	821	233	435	317	383	401	319	236	92	25^	93	70	36^	58^	55^	39^
197 97 DD 165						C	4.7	16	420	91	179	150	172	828	255	455	336	405	385	305	270	101	27^	101	69	33^	51^	49^	35^
TUE 3.00P																													
3.00 - 3.30						A	3.9	14	346	68^	152	131	145	851	237	444	342	412	395	337	219	87^	15v	78^	53^	31^	48^	53^	27^
3.30 - 4.00						A	3.9	14	349	59^	145	125	160	818	217	411	308	370	383	345	228	89^	19v	103	68^	36^	47^	50^	34^
SCRABBLE						A	3.4	14	305	52^	116	89^	50^	812	117	283	250	317	355	462	351	175	24v	26v	37^	29^	23v	38^	14v
MON-FRI 12.30P						B	3.7	14	330	50^	110	75^	58^	788	111	266	227	290	350	459	323	169	28^	31^	37^	40^	53^	46^	47^
159 83 QG 181						C	4.0	15	357	61^	137	103	71^	800	149	306	251	306	330	438	348	182	22^	28^	29^	42^	52^	54^	41^
SUPER PASSWORD						A	3.0	13	264	65^	128	103^	71^	809	148	312	261	318	326	440	299	138	18v	30v	26v	39^	28v	49^	18v
MON-FRI 12.00N						B	3.2	13	280	58^	114	79^	61^	774	128	282	241	293	307	441	303	169	23^	32^	32^	52^	50^	50^	52^
159 74 QG 167						C	3.4	13	298	69^	119	86	77^	781	157	305	246	294	304	428	331	176	21v	33^	28^	49^	58^	64^	42^
\$25,000 PYRAMID						A	2.5	12	223	77^	114^	74^	39^	729	166	288	253	310	335	384	303	181	5v	4v	3v	39^	56^	58^	37v
MON-FRI 10.00A						B	2.5	12	222	66^	109^	78^	46^	728	165	302	260	301	319	385	362	185	10v	12v	9v	51^	58^	64^	45^
172 84 QP 35						C	2.5	12	222	66^	109^	78^	46^	728	165	302	260	301	319	385	362	185	10v	12v	9v	51^	58^	64^	45^
WHEEL OF FORTUNE						A	4.5	21	400	58^	134	92	49^	797	128	258	220	279	321	480	335	188	10v	11v	12v	37^	36^	54^	19v
MON-FRI 11.00A						B	4.7	21	420	60^	155	105	67	842	145	300	244	305	357	481	332	177	22^	18^	19^	40^	58^	66	32^
206 98 QG 168						C	5.4	23	480	66	161	112	69	822	162	309	253	315	330	451	359	185	17^	22^	20^	38^	52^	61	30^
WHO'S THE BOSS? M-F						A	2.6	12	227	160	299	263	145^	727	365	539	413	438	283	163	315	37v	19v	38^	27v	72^	94^	135^	32v
MON-FRI 11.00A						B	2.8	13	252	144	258	232	137	656	320	493	382	407	272	138	311	44^	33^	63^	43^	96^	107	125	78^
150 77 CS 168						C	3.4	14	298	134	248	223	134	695	321	502	393	423	288	162	299	53^	41^	61^	45^	105	88	121	72^
WIN, LOSE OR DRAW						A	3.6	17	323	62^	168	132	79^	825	161	345	279	327	368	432	311	138	13v	20v	15v	50^	38^	71^	18v
MON-FRI 11.30A						B	3.9	18	347	71^	154	120	90	787	168	348	278	327	351	391	307	131	29^	34^	29^	55^	75	81	50^
183 87 QG 181						C	4.1	17	367	91	169	135	97	796	207	382	305	361	340	357	318	130	26^	37^	31^	51^	73	79	45^
YOUNG AND THE RESTLESS						A	7.4	30	659	128	161	135	123	896	265	445	334	364	338	421	277	139	10v	19^	18^	40^	53	75	19^
MON-FRI 12.30P						B	7.5	29	661	121	169	144	117	883	254	445	341	378	354	402	272	129	13^	24^	22^	46	63	77	32^
212 99 DD 171						C	7.9	29	703	111	194	159	126	876	274	459	348	395	360	370	281	126	16^	27^	25^	44	64	73	35^
12.30 - 1.00						A	7.2	30	640	129	160	134	115	891	258	436	331	361	341	425	289	151	9v	17^	16^	43^	50^	75	18^
1.00 - 1.30						A	7.7	30	679	127	161	136	130	901	273	453	337	366	336	418	266	127	10v	21^	20^	38^	56	75	19^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.		WOMEN		MEN		T E E N S					C H I L D R E N									
									(2+)	15- 24	18- 49	15- 24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.		
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000																						
#STNS	CVG%	TYPE																											
WEEKEND DAYTIME CHILDREN																													
ABC WEEKEND SPECIALS(R)					A	2.0	8	177	1237	78v	481	353^	76v	328^	118^	94^	24v	69v	49v	309^	132^	177^	128^	181^	81v	100^	95^	86v	
SAT	1.00P	30	ABC	5	B	2.2	8	191	1315	124^	422	298	109^	289	179	111^	68^	83^	96^	425	239	186	159^	266	163^	103^	120^	146	
	146	81	CA	14	C	2.2	7	197	1414	142	466	336	106^	312	192	98^	93^	107^	84^	445	251	194	177	268	158	110^	122^	146	
ARTHUR THE KID																													
ALF-SAT MORN					A	5.2	20	461	1395	165	385	303	86^	224	203	68^	135^	100^	103^	584	320	264	251	333	190	143	135^	198	
SAT	10.00A	30	NBC	9	B	5.3	19	474	1450	132	360	280	82	211	233	103	130	148	86	646	319	327	265	381	191	191	192	189	
	208	99	CA	28	C	6.0	21	527	1486	136	367	302	86	230	224	106	118	142	82	665	336	329	269	396	209	187	198	198	
ALL NEW POUND PUPPIES					A	2.1	11	186	1400	83v	247^	199^	59v	143^	166^	33v	133^	96^	70v	845	411	433	323^	521	256^	265^	264^	258^	
SAT	8.30A	30	ABC	9	B	2.8	14	249	1327	67^	279	220	44^	163	132	54^	78^	92^	40^	752	364	388	292	460	225	235	241	219	
	200	97	CA	17	C	3.0	14	265	1373	70^	271	218	43^	177	140	62^	78^	96^	44^	785	392	394	304	481	249	233	254	227	
ALVIN AND THE CHIPMUNKS					A	5.9	23	523	1335	174	360	299	56^	200	219	58^	161	113^	106^	556	266	290	250	306	146	160	150	156	
SAT	10.30A	30	NBC	9	B	5.5	20	490	1470	149	362	293	72	187	258	96	162	163	96	662	289	372	269	392	164	228	202	191	
	206	99	CA	37	C	6.2	21	546	1514	154	369	310	84	215	235	92	143	146	89	696	321	375	295	400	187	214	204	196	
ANIMAL CRACK-UPS					A	4.1	16	363	1407	175	467	345	85^	266	164^	53^	110^	88^	76^	511	216	295	263	248	100^	148^	115^	132^	
SAT	12.00N	30	ABC	9	B	3.4	13	305	1389	123	449	319	92^	298	201	94	107	121	80^	442	240	202	181	260	151	110	126	135	
	184	90	CL	29	C	3.5	12	314	1500	134	455	338	105	351	207	88	118	128	79^	488	262	226	193	295	160	135	141	154	
BUGS BUNNY & TWEETY SHOW					A	4.8	18	425	1444	144^	327	273	91^	258	202	85^	116^	101^	101^	658	413	245	313	345	199	147^	200	146^	
SAT	11.00A	30	ABC	9	B	4.7	17	415	1445	121	369	284	112	314	208	110	97	125	83	554	305	250	241	313	180	133	182	131	
	200	93	CA	17	C	4.9	17	431	1476	132	385	300	115	315	211	115	96	123	88	565	319	246	249	316	178	138	187	129	
DENNIS THE MENACE					A	3.5	13	310	1486	85^	267	177^	96^	285	213	147^	66^	107^	105^	721	358	363	321	400	213	186^	220	180^	
SAT	11.30A	30	CBS	9	B	3.3	12	293	1498	93^	316	216	80^	238	227	119	108	156	72^	716	379	337	298	418	233	185	201	217	
	185	90	CA	21	C	3.5	12	314	1552	118	352	253	87	255	226	113	113	140	86	719	400	319	322	397	235	162	194	203	
FLINTSTONE KIDS					A	4.2	16	372	1433	168^	361	297	59^	223	147^	48^	99^	59^	88^	703	398	305	316	387	207	180	219	167^	
SAT	11.30A	30	ABC	9	B	3.9	14	344	1458	135	386	302	96	269	192	91	101	106	86	611	325	286	276	336	186	149	188	147	
	196	91	CA	16	C	4.0	14	351	1500	137	408	319	100	284	194	89	105	113	81	613	323	290	273	339	175	164	191	149	
FOOFUR					A	2.6	10	230	1367	142^	348	278	50v	259^	239^	90^	149^	165^	74^	521	305	216^	179^	342	204^	139^	149^	193^	
SAT	12.00N	30	NBC	9	B	2.9	11	261	1469	155	404	313	96^	224	239	93^	146	154	85^	602	259	343	262	339	137	203	188	151	
	137	68	CA	35	C	3.3	11	291	1492	157	402	325	103	244	245	102	143	147	98	601	293	307	271	330	155	175	172	158	
FRAGGLE ROCK					A	5.2	20	461	1378	169	412	333	40^	205	191	45^	146	101^	90^	570	269	301	282	289	146	142	155	134^	
SAT	11.00A	30	NBC	9	B	4.4	16	386	1503	161	405	318	72^	185	253	86	167	154	99	659	290	369	305	354	153	201	181	174	
	200	99	CA	9	C	4.4	16	386	1503	161	405	318	72^	185	253	86	167	154	99	659	290	369	305	354	153	201	181	174	
GALAXY HIGH SCHOOL					A	2.7	10	239	1482	171^	328	196^	78^	251^	219^	123^	95^	122^	97^	684	354	330	284	400	231^	169^	210^	190^	
SAT	12.30P	30	CBS	8	B	3.0	11	269	1501	123	371	250	99^	273	218	122	96^	143	75^	639	329	310	233	406	210	196	202	204	
	145	68	CA	17	C	3.0	10	265	1566	146	399	286	113	286	244	127	117	144	100^	637	343	294	254	384	215	169	181	203	
GUMMI BEARS					A	3.6	24	319	1245	64^	263	179^	60^	173^	130^	77^	53^	82^	48v	679	371	308	239	440	237	203	220	220	
SAT	8.00A	30	NBC	9	B	3.6	22	316	1304	72^	293	217	62^	184	148	80^	68^	98	50^	678	367	310	218	460	255	205	235	225	
	200	97	CA	9	C	3.6	22	316	1304	72^	293	217	62^	184	148	80^	68^	98	50^	678	367	310	218	460	255	205	235	225	

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

48 PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.	WOMEN		MEN		TEEN S					CHILDREN										
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000		(2+)	15-	18-	15-	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.	
											24	TOTAL	49	24	TOTAL	17	17	17	14	17	2-	2-	2-	2-	6-	6-	6-	6-	9-
#STNS	CVG%	TYPE																											
WEEKEND DAYTIME CHILDREN CONT'D																													
HELLO KITTY SAT					A	2.2	15	195	1386	76^	303^	215^	77^	261^	142^	56^	86^	84^	58^	680	250^	430	232^	448	204^	243^	301^	146^	
					B	2.3	14	201	1243	56^	280	182	45^	239	62^	25^	37^	39^	23^	661	304	357	242	420	200	220	255	165	
					C	2.1	13	186	1290	56^	292	197	41^	239	82^	48^	34^	50^	32^	677	340	337	231	446	233	213	271	176	
I'M TELLING SAT					A	1.9	7	168	1340	127^	346^	290^	36^	271^	280^	94^	187^	240^	41^	442	203^	238^	75^	367^	184^	183^	89^	278^	
					B	2.2	8	192	1502	140^	422	299	100^	243	246	105^	141^	166	79^	591	246	345	203	387	161	226	172	216	
					C	2.5	9	225	1500	143	423	312	103^	246	259	99^	160	168	91^	572	279	293	211	361	178	183	174	187	
LITTLE CLOWNS-HAPPYTOWN SAT					A	1.4	9	124	1395	24^	236^	178^	55^	169^	106^	<<	102^	106^	<<	884	374^	509^	394^	490^	214^	275^	256^	233^	
					B	1.8	11	156	1228	73^	315	238	40^	202	104^	40^	64^	67^	37^	607	290	318	230	377	191	187	205	173^	
					C	1.9	12	171	1284	66^	307	238	47^	215	105^	52^	53^	61^	44^	656	332	324	231	425	223	202	217	208	
LITTLE WIZARDS SAT					A	3.2	13	284	1476	142^	329	275	63^	190^	168^	47^	121^	122^	45^	789	499	290	420	369	210^	159^	198^	170^	
					B	3.6	14	317	1441	73^	316	242	65^	226	149	72^	78^	105	45^	751	444	307	349	402	240	162	220	182	
					C	3.7	14	331	1459	80^	303	235	68^	224	159	78^	80	104	55^	772	449	324	343	430	252	178	233	196	
MIGHTY MOUSE SAT					A	3.6	14	319	1472	93^	316	229	95^	287	115^	59^	56^	61^	53^	754	316	438	389	365	115^	250	231	134^	
					B	3.9	14	348	1422	81^	311	226	65^	229	125	72^	54^	79^	46^	757	368	389	357	400	190	210	247	153	
					C	4.2	15	372	1494	89	333	258	60^	237	131	73	59^	87	44^	792	423	369	384	408	221	188	248	160	
MUPPET BABIES I					A	3.1	17	275	1328	73^	238	192^	86^	249	148^	70^	78^	93^	55^	693	303	390	202^	490	244	246	314	177^	
SAT					B	3.6	18	317	1333	54^	244	174	47^	187	99	49^	50^	67^	33^	802	388	415	282	521	254	266	315	205	
					C	3.6	18	322	1375	52^	255	184	34^	180	98	57^	42^	70^	28^	842	445	397	297	546	299	247	328	218	
					A	4.2	19	372	1385	54^	210	172	76^	209	136^	76^	60^	75^	61^	831	357	474	295	535	244	291	352	183	
MUPPET BABIES II SAT					B	4.6	19	406	1371	59^	257	190	43^	176	103	48^	55^	66^	36^	836	404	432	323	513	249	265	314	199	
					C	4.6	19	410	1432	55^	256	192	39^	172	105	55^	49^	73	31^	900	470	430	348	552	293	259	333	219	
					A	4.9	20	434	1401	64^	200	159	49^	172	137^	59^	77^	84^	53^	892	333	560	319	573	230	342	346	227	
MUPPET BABIES III SAT					B	5.3	20	466	1390	59^	253	192	45^	160	114	60^	54^	79	35^	863	418	446	343	520	253	267	314	206	
					C	5.1	19	451	1467	61	265	207	43^	176	112	61	52^	78	34^	913	482	431	371	542	289	254	327	215	
					A	3.3	15	292	1360	104^	254	218	48^	172^	162^	30^	132^	117^	45^	772	417	355	349	423	212^	211^	198^	225	
MY PET MONSTER SAT					B	3.7	15	331	1377	66^	268	216	49^	169	152	71^	81^	113	38^	788	417	371	319	469	248	221	236	232	
					C	3.5	15	313	1446	70^	269	224	55^	188	161	79^	82	113	48^	828	431	397	314	514	280	234	262	252	
					A	4.4	17	390	1357	171	405	315	56^	201	243	88^	154^	143^	100^	508	228	280	201	307	142^	166	128^	180	
NEW ARCHIES SAT					B	4.1	16	364	1464	172	385	301	85	192	262	97	165	162	100	624	283	341	262	361	155	207	181	181	
					C	4.4	15	390	1501	173	376	311	95	207	267	111	156	157	110	651	308	343	284	367	179	188	179	188	
					A	5.7	22	505	1391	70^	253	200	42^	182	116^	57^	59^	72^	44^	839	348	492	377	462	166	296	285	177	
PEE WEE'S PLAYHOUSE SAT					B	5.8	21	510	1414	69	284	222	46^	184	109	50^	59	75	34^	838	376	462	372	466	200	266	287	179	
					C	6.1	21	538	1512	85	301	245	48	213	122	51	72	82	40^	875	438	437	397	478	233	246	293	185	
					A	3.2	12	284	1534	82^	285	219^	70^	226	144^	81^	62^	82^	61^	880	408	472	373	507	233	274	246	260	
POPEYE & SON SAT					B	3.7	14	324	1488	88	302	214	58^	193	199	106	93	143	56^	794	410	384	324	470	242	228	230	240	
					C	3.9	14	348	1535	105	333	251	75	226	194	99	95	124	69^	782	433	349	344	438	248	190	229	209	
					A	4.2	16	372	1617	155^	354	295	95^	252	230	116^	115^	127^	104^	780	515	265	347	433	290	144^	265	168^	
REAL GHOSTBUSTERS I CONT'D																													

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOT. PERS.	W O M E N			M E N		T E E N S					C H I L D R E N									
										15- 24 (2+)	18- 49 TOTAL	15- 24 TOTAL	TOTAL 17	MALE 17	FEM. 17	TOT. 14	TOT. 17	TOTAL 11	MALE 11	FEM. 11	TOT. 5	TOT. 11	MALE 11	FEM. 11	TOT. 8	TOT. 9 11			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000																					
WEEKEND DAYTIME CHILDREN CONT'D																													
REAL GHOSTBUSTERS I-CONT'D																													
SAT	10.00A	30	ABC	9	B	4.4	16	388	1477	107	329	261	89	257	193	101	92	123	70^	698	449	249	302	396	268	127	220	176	
	204	96	CA	15	C	4.6	16	404	1498	102	322	259	94	251	205	112	93	131	74	719	454	265	301	418	277	141	231	187	
REAL GHOSTBUSTERS II																													
SAT	10.30A	30	ABC	9	A	4.6	18	408	1571	149^	328	265	103^	198	276	156^	120^	141^	135^	769	515	254	337	433	306	126^	249	183	
	204	96	CA	15	B	5.0	18	439	1499	121	334	266	108	265	221	117	104	131	90	679	409	271	290	389	255	134	220	169	
					C	5.2	18	465	1519	120	334	271	115	268	231	127	104	139	91	686	425	261	290	396	259	137	217	179	
SMURFS I																													
SAT	8.30A	30	NBC	9	A	4.1	22	363	1193	62^	293	202	69^	189	106^	58^	47^	53^	52^	605	342	264	238	367	219	148^	167^	201	
	205	99	CA	37	B	4.5	22	400	1305	84	331	254	65^	195	140	70^	70^	90	49^	640	348	291	234	406	224	182	222	184	
					C	4.4	22	386	1378	79	325	265	55^	207	156	78	77	105	51^	691	374	317	276	415	231	184	219	196	
SMURFS II																													
SAT	9.00A	30	NBC	9	A	4.8	22	425	1242	91^	307	235	76^	220	137^	36^	100^	77^	60^	578	315	264	239	340	186	153	165	175	
	205	99	CA	37	B	5.4	22	478	1329	108	356	279	58^	205	155	66	89	101	54^	612	320	292	241	371	198	173	210	161	
					C	5.5	23	488	1395	104	350	288	65	224	166	77	89	109	57	655	350	305	276	379	210	169	205	175	
SMURFS III																													
SAT	9.30A	30	NBC	9	A	5.4	23	478	1336	122^	330	254	75^	207	182	63^	119^	111^	71^	617	338	280	237	380	218	163	171	209	
	205	99	CA	37	B	5.9	23	522	1379	123	362	286	62	200	187	73	114	121	66	629	314	315	242	387	198	189	208	179	
					C	6.2	24	551	1432	122	360	304	76	226	190	87	103	122	68	656	338	318	273	383	203	180	204	179	
TEEN WOLF					A	2.4	9	213	1538	155^	345	188^	97^	269^	189^	104^	85^	53^	136^	736	383	352	300	435	252^	183^	228^	208^	
SAT	12.00N	30	CBS	8	B	3.0	11	267	1503	127	343	235	89^	242	229	123	105^	143	86^	689	357	332	286	403	209	194	192	211	
	148	69	CA	18	C	3.1	10	276	1588	147	381	284	101	271	245	127	118	145	100	691	364	327	300	391	219	172	185	206	

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS. ING			W O M E N				M E N												T E E N S		CHD																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
								(2+)	18+		TOTAL	18- 49	25- 21+	54	TOTAL	18- 24	18- 34	18- 49	21- 21+	21- 49	25- 54	25- 54	35- 64	55+	TOT. 12- 17	MALE 12- 17	TOT. 2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WEEKEND DAYTIME SPORTS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							

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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME DAY TIME DUR NET OF #STNS CVG% TYPE T/C										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
											AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N											T O T .																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM AUDIENCE ESTIMATES (Alpha)

MAY 16-22, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C					HOUSEHOLD AUDIENCES AVG. SH AUD. % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17		
							TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N										M E N											
								18- 34	18- 49	25- 21+	25- 49	35- 54	35- 64	35- 55+	18- 34	18- 49	21- 21+	25- 49	25- 49	35- 54	35- 64	35- 55+							
WEEKEND DAYTIME OTHER																													
BUSINESS WORLD					A	1.2	4	106	1323	166^	658	187^	237^	585^	142^	210^	186^	353^	535^	182^	223^	486^	174^	145^	176^	116^	282^	17^	
SUN 12.30P					B	1.0	4	93	1308	197^	588	140^	242^	574	211^	263^	252^	293^	576	175^	287^	559	271^	233^	307^	271^	214^	32^	
125 72 N 29					C	1.2	4	108	1308	182^	586	122^	251	578	225^	256	276	304	612	156^	308	603	299	275	344	313	235	29^	
FACE THE NATION					A	2.2	8	195	1450	298^	765	186^	253^	745	232^	286^	300^	459	581	154^	260^	580	259^	211^	233^	217^	299^	35^	
SUN 10.30A					B	2.2	8	198	1374	237	689	110^	224	680	193	241	299	416	607	178	291	596	281	245	296	246	265	22^	
152 84 CC 35					C	2.4	8	214	1325	211	664	102^	219	655	192	232	293	404	584	131	264	573	253	227	269	250	278	24^	
HEALTH SHOW					A	2.3	9	204	1235	255^	568	189^	334	543	250^	331	264^	153^	287^	177^	216^	273^	202^	161^	166^	79^	67^	78^	
SAT 12.30P					B	1.8	7	158	1273	234	594	217	333	578	254	319	248	195	354	138^	232	341	219	190	210	154^	102^	99^	
162 82 N 24					C	1.8	6	162	1367	223	587	211	335	564	254	316	266	190	398	168	268	383	252	215	247	172	99^	120^	
MEET THE PRESS					A	1.9	8	168	1284	212^	649	186^	244^	605	177^	242^	236^	339^	519	143^	239^	516	237^	237^	273^	187^	244^	42^	
SUN 9.30A					B	2.4	9	208	1356	186	631	122^	229	624	207	261	256	348	598	156	279	593	273	242	317	274	244	44^	
154 91 CC 35					C	2.1	8	187	1323	197	655	137	233	646	200	246	257	376	546	150	256	532	241	217	273	244	235	41^	
SUNDAY MORNING					A	3.5	15	310	1342	253	715	129^	277	689	221	283	340	376	559	130^	261	559	260	235	292	290	242	14^	
SUN 9.00A					B	3.6	15	320	1317	238	690	100	266	683	238	286	344	377	548	123	268	539	259	237	280	278	238	11^	
186 96 N 35					C	4.0	16	354	1323	221	665	108	242	660	219	269	317	373	569	119	269	563	263	241	288	295	253	19^	
9.00 - 9.30					A	2.8	13	248	1366	264	747	110^	262	746	228^	313	365	399	552	102^	222^	549	220^	215^	286	310	258	11^	
9.30 - 10.00					A	3.8	16	337	1317	243	713	127^	276	688	224	277	329	383	555	118^	249	555	249	226	294	303	238	<<	
10.00 - 10.30					A	3.9	15	346	1348	254	694	144^	288	648	212	267	332	351	569	161^	301	569	301	259	293	263	234	29^	
SUNDAY TODAY					A	1.7	10	151	1235	212^	589	158^	237^	576	190^	257^	254^	285^	519	132^	267^	509	257^	231^	292^	297^	191^	32^	
SUN 8.00A					B	2.1	11	182	1258	205	587	137^	263	572	226	273	272	277	550	176	316	545	311	267	316	272	185	40^	
125 89 N 36					C	1.8	10	162	1250	207	585	143^	253	571	217	265	264	283	533	165	291	526	283	246	300	265	189	37^	
8.00 - 8.30					A	1.4	10	124	1196	198^	599	110^	207^	599	173^	250^	293^	315^	525	162^	285^	492^	252^	203^	239^	289^	204^	18^	
8.30 - 9.00					A	1.6	9	142	1338	237^	634	167^	259^	622	204^	278^	276^	301^	545	108^	279^	542	276^	249^	321^	347^	194^	51^	
9.00 - 9.30					A	2.0	9	177	1243	212^	575	192^	252^	553	201^	257^	223^	266^	519	136^	256^	519	256^	248^	321^	278^	190^	29^	
THIS WEEK-DAVID BRINKLEY					A	2.9	11	257	1288	150^	661	109^	190^	634	157^	215^	234^	414	573	153^	253	559	238^	232^	260	186^	292	11^	
SUN 11.30A					B	2.9	11	259	1335	165	673	86^	194	658	171	205	249	445	572	120	239	557	224	208	256	233	285	36^	
200 98 N 29					C	3.2	10	286	1336	150	666	78^	177	656	154	186	269	457	578	117	256	567	245	224	270	246	276	36^	
11.30 - 12.00					A	2.7	10	239	1266	161^	641	125^	207^	611	167^	230^	228^	372	572	166^	268	556	252^	251^	277	168^	278	9^	
12.00 - 12.30					A	3.0	11	266	1351	145^	701	99^	180^	675	153^	208^	248	466	593	146^	247	580	234^	222^	254	209^	314	12^	

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TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.9	54.2	55.2	56.5	56.1	58.6	60.9	63.0	63.8	64.7	65.2	64.6	62.9	62.3	60.9	58.5

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MACGYVER (R)					ABC MONDAY NIGHT MOVIE A WHISPER KILLS (PAE)											
9,300					13,020											
10.5	9.9 *				14.7	13.6 *						14.6 *		15.4 *		15.4 *
18	17 *				23	21 *						22 *		25 *		26 *
9.8	10.1	10.9	11.3		13.2	13.9	14.6	14.6	15.2	15.7	15.7	15.0				

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE (R)			DESIGNING WOMEN (R)		NEWHART (R)		EISENHOWER & LUTZ (PAE)		CAGNEY & LACEY							
9,040			9,040		8,590		7,620		9,390							
10.2			10.2		9.7		8.6		10.6	10.3 *					11.0 *	
18			16		15		13		17	16 *					19 *	
9.6	10.9	10.2	10.2		9.6	9.8	8.4	8.8	9.9	10.6	11.1	10.9				

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BOB HOPE'S BIRTHDAY																
16,920																
19.1	17.2 *			19.5 *		20.5 *		20.3 *		19.1 *					17.8 *	
31	30 *			31 *		32 *		31 *		31 *					30 *	
16.9	17.5	19.1	19.9	20.6	20.5	20.6	20.0	19.3	18.9	18.0	17.6					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.9		14.9		14.0		14.8		15.8		16.5		15.1		11.7
28		27		24		24		25		25		24		20

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		3.4		3.6		3.9		4.1		4.5		5.4		3.8
7		6		6		6		6		7		9		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.0		2.3		2.7		2.1		2.3		1.3		1.2
3		4		4		4		3		4		2		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8		5.6		4.6		4.9		5.1		5.4		5.7		5.3
9		10		8		8		8		8		9		9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4		2.4		3.0		3.7		3.7		3.4		1.9		2.6
4		4		5		6		6		5		3		4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.2	52.4	53.4	54.7	55.1	56.9	57.6	59.6	60.6	61.8	62.7	63.3	62.5	61.5	58.9	56.0

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?
14,710
16.6
30
15.7

JUST THE TEN OF US
14,260
16.1
27
15.6

AMERICAN COMEDY AWARDS
(9:00-11:04)(PAE)

14,880
16.8
28
17.0

17.1 *
28 *
17.2

17.5 *
28 *
17.5

17.0 *
27 *
16.8

15.9 *
28 *
15.5

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GARFIELD'S 10TH ANNIV

CBS TUESDAY MOVIE
BERYL MARKHAM: A SHADOW
ON THE SUN, PT.2
(PAE)

7,440
8.4
15
8.5

8.4 *
15 *
8.3

8.4 *
14 *
8.5

6,910
7.8
13
7.9

7.7 *
13 *
7.4

7.6 *
12 *
7.6

7.6 *
13 *
8.1

8.1 *
13 *
8.0

7.9 *
14 *
7.9

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %) %
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK
(R)

MOVIE OF THE WEEK-TUESDAY
JAGGED EDGE

11,160
12.6
22
11.7

11.9 *
21 *
12.1

13.2 *
22 *
13.6

13,910
15.7
26
14.4

14.8 *
24 *
15.1

15.1 *
24 *
15.2

15.1

15.1 *
24 *
16.4

16.3 *
26 *
16.3

16.4 *
29 *
16.7

16.2

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.8
31

15.7
29

13.6
24

14.2
24

15.6
25

15.9
25

13.3
21

11.2
19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6
9

4.1
8

3.5
6

3.8
6

4.5
7

4.8
8

3.7
6

3.1
5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
3

2.1
4

3.0
5

3.5
6

2.6
4

2.8
4

2.0
3

1.6
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6
9

5.4
10

5.1
9

5.7
10

6.9
11

7.4
12

7.2
12

5.9
10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0
2

1.3
2

1.9
3

2.2
4

2.5
4

2.6
4

3.8
6

3.9
7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.5	52.2	52.4	53.5	53.7	55.8	57.3	58.7	58.9	60.9	61.5	62.1	60.5	58.9	56.5	55.0

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GROWING PAINS (R)	HEAD OF THE CLASS (R)	HOOPERMAN	JUST IN TIME (PAE)	CHINA BEACH
11,700	11,250	9,830	7,890	10,540
13.2	12.7	11.1	8.9	11.9
24	22	19	14	21
12.5	13.9	12.7	8.9	12.0
				12.0
				11.9
				11.7 *
				21 *
				11.6

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

<SMOTHERS BROS COMEDY HOUR>	JAKE AND THE FATMAN (R)(PAE)	EQUALIZER (R)
8,330	8,860	10,010
9.4	10.0	11.3
17	16	20
8.9	9.3	11.3
		11.4
		11.4
		11.3 *
		19 *
		11.2

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

AARON'S WAY	UNSOLVED MYSTERIES SPCL	ST. ELSEWHERE
10,450	15,060	12,320
11.8	17.0	13.9
21	28	24
10.6	15.4	14.0
		13.8 *
		23 *
		13.8
		14.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.9	16.1	15.2	16.4	17.3	18.0	15.8	12.5
31	30	28	28	29	29	26	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	3.9	4.0	4.5	4.5	5.0	5.6	3.8
8	7	7	8	8	8	9	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	1.9	2.4	2.6	2.7	2.6	2.3	1.8
3	4	4	4	5	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	4.9	5.8	6.5	6.2	6.4	6.5	6.1
8	9	11	11	10	10	11	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5	2.0	2.5	2.5	2.8	2.3	3.3	2.8
5	4	5	4	5	4	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.7	52.9	53.4	54.4	54.8	56.9	57.4	59.1	60.6	61.7	61.8	62.0	60.3	59.6	58.1	56.3

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PROBE (R)				M&W MAGAZINE (PAE)				20/20 SPECIAL-THU			
5,580				5,580				9,830			
6.3	6.1 *			6.5 *	6.3	6.2 *		6.4 *	11.1	10.8 *	11.3 *
11	11 *			11 *	10	10 *		10 *	19	18 *	20 *
6.2	5.9		6.3	6.6	6.4	6.0	6.4	6.4	10.2	11.4	11.6

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS HIGH FASHION				SPECIAL MOVIE PRSNT-THU PROMISED A MIRACLE (PAE)			
7,710				11,700			
8.7	8.3 *		9.0 *	13.2	11.5 *	12.8 *	14.4 *
15	15 *		15 *	22	19 *	21 *	24 *
8.4	8.2	9.0	9.1	11.2	11.8	12.4	14.4

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW (R)		A DIFFERENT WORLD (R)		CHEERS (R)		NIGHT COURT (R)		L.A. LAW (R)	
18,780		18,780		18,520		17,630		13,820	
21.2		21.2		20.9		19.9		15.6	
38		36		34		32		27	
19.7	22.7	20.9	21.5	20.5	21.4	19.6	20.2	15.9	15.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.3	15.4	14.1	15.9	16.6	16.6	13.7	12.6
29	29	25	27	27	27	23	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.9	3.2	3.2	3.4	3.7	4.0	4.0	3.8
7	6	6	6	6	6	7	7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5	2.2	2.5	2.8	2.5	2.4	1.7	1.5
3	4	4	5	4	4	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.9	5.8	5.6	5.6	6.1	6.0	6.1	5.2
11	11	10	10	10	10	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6	1.9	2.3	2.6	3.5	3.7	3.7	2.2
3	4	4	4	6	6	6	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

ABC TV

CBS TV

NBC TV

INDEPENDENTS
(INCL. SUPERSTATIONS)

SUPERSTATIONS

PBS

CABLE ORIG.

PAY SERVICES

U.S. TV HOUSEHOLDS:	88,600,000
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For explanation of symbols, See page B.

A-12 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAY 21, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	37.4	39.2	39.8	41.3	44.8	46.7	47.6	49.3	50.9	52.0	51.5	52.1	50.8	51.0	49.4	48.1	46.1	43.3

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ABC MOVIE SPECIAL-SAT
SWISS FAMILY ROBINSON
(R)(PAE)

SPENSER: FOR HIRE
(R)

7,970 8.0 * 8.4 * 9.4 * 10.3 * 8,770 9.6 * 10.2 *
9.0 18 17 * 17 * 18 * 20 * 20 19 * 21 *
7.8 8.2 8.2 8.7 9.4 9.3 10.1 10.6 9.5 9.7 10.1 10.3

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGH MOUNTAIN RANGERS (R)

TOUR OF DUTY
(R)(PAE)

WEST 57TH

6,020 6.6 * 7.1 * 7.5 7.0 * 7.9 * 7,800 8.8 9.5 * 8.2 *
6.8 14 14 * 15 * 15 14 * 15 * 18 19 * 17 *
6.5 6.7 7.0 7.1 6.9 7.2 8.0 7.9 9.1 9.9 8.8 7.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE
(R)

227
(R)

GOLDEN GIRLS
(R)

AMEN
(R)

HUNTER
(R)

9,570 11,870 16,210 14,000 11,700
10.8 13.4 18.3 15.8 13.2
24 28 36 31 26
10.0 11.6 12.8 14.1 17.6 19.0 15.9 15.7 13.2 13.0 * 13.3 *
10.0 11.6 12.8 14.1 17.6 19.0 15.9 15.7 13.2 12.9 13.1 13.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.5 12.1 11.4 11.2 9.8 10.4 10.4 9.1 8.6
30 30 25 23 19 20 20 19 19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0 3.2 3.4 3.4 3.3 3.2 2.6 1.7 1.3
8 8 7 7 6 6 5 3 3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8 1.8 2.3 2.4 2.1 2.3 2.3 2.2 1.5
5 4 5 5 4 4 5 5 3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0 6.0 6.3 5.9 5.4 5.9 6.1 6.2 5.6
16 15 14 12 10 11 12 13 13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4 2.6 3.6 3.6 3.7 3.3 4.3 4.4 4.1
6 6 8 7 7 6 8 9 9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	38.3	36.2	32.6	30.4	27.6	25.5	22.7	20.5	18.2	16.3	14.7	13.5	12.0	11.3				

ABC TV

(1)

AVERAGE AUDIENCE { 1,860
 (Hhds (000) & %) { 2.1
 SHARE AUDIENCE % 6
 AVG. AUD. BY 1/4 HR % 2.1

CBS TV

AVERAGE AUDIENCE {
 (Hhds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

AVERAGE AUDIENCE {
 (Hhds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

← SATURDAY NIGHT → (PAE)
 (11:30-12:46)(PAE)

6,730
 7.6 9.4 * 6.8 *
 23 26 * 22 *
 9.5 9.2 7.2 6.4 6.0

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
 SHARE AUDIENCE %

8.9 7.7 7.0 5.7 4.3 3.6 2.8
 24 24 26 26 25 26 24

SUPERSTATIONS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

2.1 2.0 1.9 1.5 0.7 ^ 0.5 ^ 0.4 ^
 6 6 7 7 4 ^ 4 ^ 3 ^

PBS

AVERAGE AUDIENCE
 SHARE AUDIENCE %

1.3 0.9 0.8 0.5 ^ 0.3 ^ 0.3 ^ 0.2 ^
 3 3 3 2 ^ 2 ^ 2 ^ 2 ^

CABLE ORIG.

AVERAGE AUDIENCE
 SHARE AUDIENCE %

5.3 4.5 3.3 2.9 2.5 2.2 2.0
 14 14 12 13 14 16 17

PAY SERVICES

AVERAGE AUDIENCE
 SHARE AUDIENCE %

4.0 3.8 3.5 3.1 2.6 2.4 2.4
 11 12 13 14 15 17 21

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SAT., ABC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	46.4	48.6	50.4	52.3	54.3	56.2	58.0	60.4	61.7	62.5	63.6	63.8	62.9	62.3	61.0	58.5	49.0	42.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DISNEY SUNDAY MOVIE MEET THE MUNCEYS				THAT'S INCREDIBLE REUNION				ABC SUNDAY NIGHT MOVIE BABY M. PT. 1 (PAE)									
AVERAGE AUDIENCE	6,650				10,010				13,290									
(Hhds (000) & %)	7.5	7.1 *			11.3	9.9 *			15.0	14.0 *			15.0 *	15.2 *		15.8 *		
SHARE AUDIENCE	15	15 *			20	18 *			24	23 *			24 *	24 *		27 *		
AVG. AUD. BY 1/4 HR	6.9	7.4	7.7	8.2	9.3	10.6	12.0	13.1	13.7	14.3	14.8	15.2	15.1	15.3	15.6	16.0		

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	60 MINUTES				MURDER, SHE WROTE (R)				CBS SUNDAY MOVIE MY FATHER, MY SON (PAE)									
AVERAGE AUDIENCE	15,330				14,440				11,960									
(Hhds (000) & %)	17.3	16.1 *			16.3	15.9 *			13.5	13.6 *			13.5 *	13.5 *		13.2 *	2,220	
SHARE AUDIENCE	35	34 *			28	29 *			22	22 *			21 *	22 *		22 *	5	
AVG. AUD. BY 1/4 HR	15.0	17.2	18.3	18.6	16.1	15.7	16.3	16.9	13.7	13.4	13.7	13.4	13.6	13.4	13.7	12.7	2.5	

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	OUR HOUSE (R)				FAMILY TIES (R)				NBC SUNDAY NIGHT MOVIE THE INCREDIBLE HULK RETURNS									
AVERAGE AUDIENCE	5,400				10,370				17,900									
(Hhds (000) & %)	6.1	5.6 *			11.7	10.3 *			20.2	19.3 *			20.2 *	20.9 *		20.4 *		
SHARE AUDIENCE	12	12 *			20	19 *			33	31 *			32 *	33 *		34 *		
AVG. AUD. BY 1/4 HR	5.5	5.7	6.4	6.9	9.7	11.0	12.4	13.6	18.6	20.0	20.4	20.0	20.8	21.1	20.9	20.0		

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

	13.0		12.9		12.9		11.1		11.2		10.8		10.0		8.5		6.0
	27		25		23		19		18		17		16		14		13

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	3.4		2.8		2.7		2.5		2.7		2.9		2.9		2.6		1.6
	7		5		5		4		4		5		5		4		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

	1.3		1.6		2.4		2.6		2.4		2.4		2.0		1.6		1.6
	3		3		4		4		4		4		3		3		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

	5.1		4.9		5.2		5.6		5.7		5.7		5.3		4.2		3.4
	11		10		9		9		9		9		8		7		7

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

	2.9		2.8		3.7		3.4		4.1		4.1		4.3		4.2		3.4
	6		5		7		6		7		6		7		7		7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	34.6	31.0	26.7	23.6	20.5	18.9	16.4	14.9	12.7	11.1	9.7	8.8	8.2	7.8				

ABC TV

(1)

AVERAGE AUDIENCE { 2,040
 (Hhlds (000) & %)
 SHARE AUDIENCE % 2.3
 AVG. AUD. BY 1/4 HR % 9
 % 2.3

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 1,860
 (Hhlds (000) & %)
 SHARE AUDIENCE % 2.1
 AVG. AUD. BY 1/4 HR % 7
 % 2.1

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE 6.1 4.7 4.0 3.1 2.7 2.0 1.8
 SHARE AUDIENCE % 19 19 20 20 23 22 23

SUPERSTATIONS

AVERAGE AUDIENCE 1.5 1.1 1.0 0.8 1.0 0.9 0.8
 SHARE AUDIENCE % 5 4 5 5 8 10 10

PBS

AVERAGE AUDIENCE 1.4 1.0 0.6 ^ 0.2 ^ 0.1 v << 0.1 v
 SHARE AUDIENCE % 4 4 3 ^ 1 ^ 1 v << 1 v

CABLE ORIG.

AVERAGE AUDIENCE 3.4 2.6 2.1 1.8 1.6 1.4 1.1
 SHARE AUDIENCE % 10 10 11 11 13 15 14

PAY SERVICES

AVERAGE AUDIENCE 3.9 3.9 3.5 2.9 2.4 2.0 1.8
 SHARE AUDIENCE % 12 15 18 18 20 22 23

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN., ABC (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, NBC (11:30-11:45)

For explanation of symbols, See page 8.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.5	10.3	12.3	14.4	17.2	18.8	19.7	20.2	20.4	20.6	20.6	20.8	20.9	21.3	21.5	21.7	21.0	21.0

ABC TV

	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING)
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,350		2,250	3,930	3,770
SHARE AUDIENCE	%	1.5		2.5	4.4	4.3
AVG. AUD. BY 1/4 HR	%	15		17	22	21
		1.5		2.5	4.6	4.3

CBS TV

		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-B (SUS)	CBS THIS MORNING-2	\$25,000 PYRAMID
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,010		1,810		1,810	2,230
SHARE AUDIENCE	%	1.1		2.0		2.0	2.5
AVG. AUD. BY 1/4 HR	%	10		10		10	12
		1.0	1.3	2.0	2.0	2.0	2.4
						2.1	2.7

NBC TV

		NBC NEWS AT SUNRISE (PAE)	TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,930		3,900	2,410
SHARE AUDIENCE	%	2.2		4.4	2.7
AVG. AUD. BY 1/4 HR	%	21		22	13
		1.9	2.6	4.4	4.4
					4.3
					4.0
					2.7
					2.8

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.8	3.5	5.8	6.5	6.1	5.5	4.9	4.9	4.8
SHARE AUDIENCE %	19	26	32	32	30	27	23	23	23

SUPERSTATIONS

AVERAGE AUDIENCE	0.7	1.3	2.1	2.1	1.9	2.0	1.7	1.6	1.6
SHARE AUDIENCE %	7	10	12	11	9	9	8	8	8

PBS

AVERAGE AUDIENCE	0.1	0.2	0.4	0.8	1.0	1.3	1.2	1.2	1.0
SHARE AUDIENCE %	1	1	2	4	5	6	6	6	5

CABLE ORIG.

AVERAGE AUDIENCE	1.4	1.6	1.8	1.9	2.0	2.3	2.1	2.2	2.2
SHARE AUDIENCE %	15	12	10	10	10	11	10	10	10

PAY SERVICES

AVERAGE AUDIENCE	0.7	0.7	0.7	0.8	0.9	1.0	1.0	0.9	1.0
SHARE AUDIENCE %	7	5	4	4	5	5	5	4	5

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 16-20, 1988

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.6	20.7	20.5	21.0	21.1	21.6	22.9	23.9	24.7	25.3	26.4	27.2	26.9	27.2	26.8	27.3	27.4	27.8
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
			WHO'S THE BOSS? M-F		HOME		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →			← ONE LIFE TO LIVE (PAE) →				
			2,270		2,070		2,070		3,240		5,900			6,330				
			2.6		2.3		2.3		3.7		6.7		6.3 *	7.1		7.0 *	7.3 *	
			12		11		10		15		25		24 *	26		26 *	26 *	
			2.5	2.6	2.3	2.4	2.3	2.4	3.5	3.8	6.0	6.6	7.0	7.1	6.9	7.1	7.2	7.4
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)					← YOUNG AND THE RESTLESS →			BOLD AND THE BEAUTIFUL		← AS THE WORLD TURNS →		
		2,390		3,860		5,010			6,590				4,380		5,480			
		2.7		4.4		5.7			7.4	7.2 *			4.9		6.2	6.1 *		6.3 *
		13		21		26			30	30 *			18		23	23 *		23 *
		2.7	2.7	4.1	4.7	5.5	5.9		7.0	7.5	7.7	7.6	4.9	4.9	6.0	6.2	6.3	6.3
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD	SCRABBLE		← DAYS OF OUR LIVES →			← ANOTHER WORLD (PAE) →				
		2,680		4,000		3,230		2,640	3,050		5,460			4,000				
		3.0		4.5		3.6		3.0	3.4		6.2	5.9 *		4.5	4.6 *	4.6 *		4.5 *
		15		21		17		13	14		23	22 *		17	17 *	17 *		16 *
		2.9	3.1	4.5	4.6	3.5	3.8	2.9	3.4	3.5	5.8	6.1	6.4	6.4	4.5	4.5	4.5	4.5
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE SHARE AUDIENCE %																		
		4.8		4.6		4.6		5.1	5.5		5.1		5.6		5.5		5.9	
		23		22		22		22	22		19		21		21		21	
SUPERSTATIONS AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.6		1.6		1.7		1.9	2.1		1.7		1.8		1.7		1.8	
		8		8		8		8	8		6		7		6		7	
PBS AVERAGE AUDIENCE SHARE AUDIENCE %																		
		0.9		0.6		0.6		0.6	0.6		0.7		0.6		0.6		0.6	
		4		3		3		3	2		2		2		2		2	
CABLE ORIG. AVERAGE AUDIENCE SHARE AUDIENCE %																		
		2.0		2.1		2.1		2.1	2.2		2.4		2.8		3.0		3.0	
		10		10		10		9	9		9		10		11		11	
PAY SERVICES AVERAGE AUDIENCE SHARE AUDIENCE %																		
		1.0		0.9		0.9		0.9	0.9		0.9		0.9		0.9		0.9	
		5		4		4		4	3		3		3		3		3	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-24 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 16-20, 1988

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	27.0	27.6	28.2	28.9	29.4	31.7	33.5	35.1	36.3	38.0	39.2	41.2	45.6	46.8	47.8	48.9

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GENERAL HOSPITAL →

6,380
7.2
26
7.2

7.2 *
27 *
7.2

7.2 *
25 *
7.2

ABC WORLD NEWS TONIGHT

8,420
9.5
20
9.2

9.7

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← GUIDING LIGHT (PAE) →

5,030
5.7
20
5.6

5.6 *
21 *
5.7

5.8 *
20 *
5.7

CBS EVENING NEWS-RATHER

8,130
9.2
19
9.1

9.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← SANTA BARBARA (PAE) → (PAE)

3,490
3.9
14
3.9

3.9 *
14 *
3.9

3.9 *
14 *
4.0

NBC NIGHTLY NEWS

7,800
8.8
19
8.7

8.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.6
24

7.6
26

8.1
27

9.7
28

10.7
29

12.1
30

14.1
31

14.7
30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9
7

2.1
7

2.4
8

3.0
9

2.8
8

3.1
8

3.2
7

3.3
7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6
2

0.7
2

0.9
3

1.0
3

1.0
3

1.1
3

1.3
3

1.2
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2
12

3.5
12

3.9
13

4.0
12

3.8
10

3.9
10

4.4
10

5.0
10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0
4

1.0
3

1.0
3

1.1
3

1.3
4

1.4
3

1.7
4

1.8
4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-26 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 21, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.9	8.8	10.0	11.8	14.0	16.0	17.7	19.4	21.3	22.9	23.6	24.3	25.4	26.3	25.9	26.2	26.2	26.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-ALL HAPPYTOWN	NEW POUND PUDDLES	MY PET MONSTER	LITTLE WIZARDS	REAL GHOSTBUSTERS	REAL GHOSTBUSTERS	BUGS BUNNY & TWEETY SHOW
1,240	1,860	2,920	2,840	3,720	4,080	4,250
1.4	2.1	3.3	3.2	4.2	4.6	4.8
9	11	15	13	16	18	18
1.1	1.6	1.9	3.1	4.1	4.5	4.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,950	2,750	3,720	4,340	5,050	3,190	2,840
2.2	3.1	4.2	4.9	5.7	3.6	3.2
15	17	19	20	22	14	12
1.9	2.4	4.0	4.9	5.6	4.0	3.1

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
3,190	3,630	4,250	4,780	4,610	5,230	4,610
3.6	4.1	4.8	5.4	5.2	5.9	5.2
24	22	22	23	20	23	20
3.4	3.9	4.1	4.6	5.1	5.7	5.3

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.7	3.3	3.9	4.1	4.7	4.6	5.8	6.2
25	25	22	21	19	20	18	22	24

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	0.9	1.1	1.2	1.0	1.4	1.1	1.4	2.0
7	8	7	6	5	6	4	5	8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.3	0.4	0.6	0.7	1.0	1.0	0.9	1.1	1.3
4	4	4	4	5	4	3	4	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.1	2.7	3.4	3.8	4.1	4.6	4.3	4.6
23	19	18	18	17	17	18	17	18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	1.3	1.5	1.6	1.5	1.6	1.9	1.9	1.9
17	12	10	9	7	7	7	7	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-28 Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAY 21, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.0	26.2	26.0	26.5	26.2	26.5	26.2	25.8	26.3	26.9	26.0	26.4	26.9	27.3	27.8	28.9	29.1	29.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

FLINTSTONE KIDS	ANIMAL CRACK-UPS	HEALTH SHOW	ABC WEEKEND SPECIALS ARTHUR THE KID (R)
3,720 4.2 16 4.2	3,630 4.1 16 4.0	2,040 2.3 9 2.4	1,770 2.0 8 2.0

←PRO BOWLERS SPRING TOUR—
(3:00-4:30)

2,840 3.2 11 3.1	3.1 11 3.0	* * *	3.1 11 3.1	* * *
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CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

DENNIS THE MENACE	TEEN WOLF	GALAXY HIGH SCHOOL
3,100 3.5 13 3.5	2,130 2.4 9 2.3	2,390 2.7 10 2.6

←COLONIAL GOLF-SAT→

NBA PLAYOFF
GAME SAT
LA VS UTAH
(3:30-6:00)

2,570 2.9 11 2.6	2.7 10 2.7	* * 2.9	2.9 11 2.9	* * 3.0	3.1 11 3.3	* * 5.2	6,290 7.1 22 5.6	5.6 19 6.0	* * *
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NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

NEW ARCHIES	FOOFUR (PAE)	I'M TELLING
3,900 4.4 17 4.4	2,300 2.6 10 2.6	1,680 1.9 7 1.9

←MAZDA LPGA CHAMP
GOLF-SAT→

(1)

(2)

1,770 2.0 7 2.4	2.2 8 1.9	* * 1.8	1.9 7 2.0	* * 3.8	3,370 3.8 14 3.8	3,540 4.0 12 3.9	3.3	3.4 12 3.5	* * *
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INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.6 25	7.4 28	7.9 30	7.7 30	8.6 32	9.0 34	10.0 37	10.0 35	9.8 33
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SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9 7	2.3 9	2.7 10	2.4 9	2.7 10	2.5 10	2.8 10	3.0 11	3.0 10
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PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.6 6	1.5 6	1.9 7	1.8 7	1.7 6	1.9 7	2.0 7	1.7 6	1.4 5
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CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.4 17	4.5 17	5.0 19	5.6 22	5.6 21	5.1 19	5.2 19	5.6 20	5.1 17
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PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7 7	1.9 7	1.7 6	1.9 7	2.3 9	2.3 9	2.4 9	2.4 8	2.4 8
----------	----------	----------	----------	----------	----------	----------	----------	----------

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (3:00-3:17)
(2) NBC MAJOR LEAGUE BASEBALL, CALIFORNIA VS BOSTON, DETROIT VS CHICAGO WHITE SOX, (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page 8

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.7	31.9	32.1	32.7	33.0	34.3	35.6	35.3	35.4	35.5	36.1	36.9						

ABC TVPRO BOWLERS
SPRING TOUR
(3:00-4:30)ABC WIDE WORLD-SPORTS SAT
THE PREAKNESS STAKESABC WRLD NEWS
TONIGHT-SAT

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

		5,230									5,580	
	3.5	* 5.9	4.2	*		6.3	*		7.2	*	6.3	
	11	* 17	13	*		19	*		20	*	16	
	3.5	3.6	4.0	4.5	5.5	7.0	8.3	6.1			6.2	6.4

CBS TVNBA PLAYOFF GAME SAT
L.A. VS UTAH
(3:30-6:00)CBS SAT. NEWS-
SCHIEFFER

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	7.1	*		7.2	*		7.8	*		7.9	*	4,960
	23	*		22	*		23	*		22	*	5.6
6.9	7.3		7.3	7.1		7.9	7.8		8.0	7.9		15
												5.5
												5.7

NBC TVNBC MAJOR LEAGUE BASEBALL
CALIFORNIA VS BOSTON, DETROIT VS CHICAGO WHITE SOX
(MULTI SEGMENT)(PAE)NBC NIGHTLY
NEWS-SAT.
(6:40-
7:00)(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	3.9	*		3.8	*		3.8	*		4.1	*	3,100
	12	*		12	*		11	*		12	*	3.5
3.9	4.0	3.9	3.8	3.8	3.8	3.8	4.5	5.0	3.3	4.9	3.3	3.6

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.2		9.9		8.9		9.2		10.4		11.1
29		31		26		26		29		30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9		3.1		2.4		2.3		3.0		3.3
9		10		7		6		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.4		1.4		1.6		1.7		1.4
5		4		4		5		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7		5.2		5.1		5.3		6.3		6.2
15		16		15		15		18		17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.9		2.3		2.2		1.7		1.9		2.2
9		7		7		5		5		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-32 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 22, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.6	7.6	8.8	10.2	12.0	13.7	15.1	16.7	18.9	21.5	22.9	24.0	24.4	24.9	25.0	25.4	25.1	25.7

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,100
3.5 2.8 * 3.8 * 1,950
15 13 * 16 * 3.9 * 2.2
2.4 3.2 3.8 3.8 3.9 4.0 2.2 2.1

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,510
1.7 1.4 * 1.6 * 1,680
10 10 * 9 * 1.9
1.3 1.5 1.5 1.6 1.8 2.1 1.8 1.9

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7 2.5 4.2 5.4 6.5 7.5 8.2 8.9 9.9
24 26 33 34 32 32 33 35 39

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5 ^ 1.0 1.6 2.0 2.0 2.4 2.2 2.5 3.0
7 ^ 11 13 13 10 10 9 10 12

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2 ^ 0.4 ^ 0.7 ^ 1.1 1.4 1.8 1.6 1.6 1.3
3 ^ 4 ^ 5 ^ 7 7 8 6 6 5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9 2.4 3.0 3.7 4.2 4.4 4.6 4.3 4.6
27 25 23 23 21 19 19 17 18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5 1.7 1.7 2.1 2.4 2.9 3.1 3.5 3.1
21 18 13 13 12 12 13 14 12

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

DAY SUN. MAY 22, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.1	26.4	27.3	27.7	27.9	28.6	28.9	30.6	30.4	30.7	31.4	32.5	32.7	34.0	35.3	35.3	33.5	32.8

ABC TV

←THIS WEEK-DAVID BRINKLEY→BUSINESS WORLD

WINSTON STOCK CAR RACE
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{	2,570				1,060												
SHARE AUDIENCE	%	2.9	2.7 *			3.0 *	1.2											
AVG. AUD. BY 1/4 HR	%	11	10 *			11 *	4											
	%	2.6	2.8	3.1	2.9	1.2	1.2											

2,920																		
3.3																		
10																		
2.7																		

CBS TV

NBA PLAYOFF GAME-1
BOSTON VS ATLANTA
(1:00-3:31)(PAE)COLONIAL GOLF
SUN
(3:31-6:00)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

8,680																		
9.8																		
30																		
6.3																		

NBC TV

MAZDA LPGA CHAMP GOLF-SUN
(1:00-3:03)(PAE)NBC SPORTS RINGSIDE
(3:03-4:02)(PAE)

AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE	%																	
AVG. AUD. BY 1/4 HR	%																	

1,150																		
1.3																		
4																		
1.2																		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	10.8		11.2		11.8		11.1		10.3		10.8		11.0		11.4		12.7
SHARE AUDIENCE %	41		41		42		37		34		34		33		32		38

SUPERSTATIONS

AVERAGE AUDIENCE	3.4		3.6		4.0		4.1		2.8		3.0		2.9		3.1		3.4
SHARE AUDIENCE %	13		13		14		14		9		9		9		9		10

PBS

AVERAGE AUDIENCE	1.2		1.2		1.1		1.2		1.1		1.1		1.3		1.3		1.3
SHARE AUDIENCE %	5		4		4		4		4		3		4		4		4

CABLE ORIG.

AVERAGE AUDIENCE	5.0		5.4		5.2		4.7		4.7		5.0		4.4		4.8		5.8
SHARE AUDIENCE %	19		20		18		16		15		16		13		14		18

PAY SERVICES

AVERAGE AUDIENCE	2.7		2.6		2.6		2.8		3.1		2.5		2.2		2.0		1.9
SHARE AUDIENCE %	10		9		9		9		10		8		7		6		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

DAY SUN. MAY 22, 1988

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	32.4	33.1	33.7	34.2	34.3	34.8	36.1	37.9	39.1	39.6	40.4	41.9						

ABC TVWINSTON STOCK CAR RACE
(MULTI SEGMENT)(PAE)MUTUAL OF OMAHA SPEC.
(5:12-6:12)(PAE)ABC WORLD NEWS
TONIGHT-SUN

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

		3.7 *		3.7 *	3.190						3,720	
		11 *		11 *	10	2.8 *		3.6 *			4.2	
						8 *		10 *			10	
	3.6	3.7	3.6	3.8	2.8	2.8	3.3	3.9	4.7		4.7	3.7

CBS TVCOLONIAL GOLF-SUN
(3:31-6:00)(PAE)CBS EVENING
NEWS-SUNDAY

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

		4.4 *		4.2 *		4.2 *		4.5 *	5,230			
		13 *		12 *		12 *		12 *	5.9			
									14			
	4.6	4.3	4.1	4.2	4.1	4.2	4.2	4.8	5.5	6.2		

NBC TVSPORTSWORLD
(4:02-6:00)(PAE)NBC NIGHTLY
NEWS-SUN

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	3,460										5,400	
	3.9	3.1 *		3.6 *		4.3 *		4.8 *			6.1	
	11	9 *		11 *		12 *		13 *			14	
	3.0	3.1	3.4	3.7	4.2	4.5	4.9	4.6			5.9	6.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.0		13.4		12.7		13.7		12.9		13.4
40		39		37		37		33		33

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		3.6		3.1		3.5		3.4		3.9
11		11		9		9		9		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.4		1.5		1.8		1.5		1.3
3		4		4		5		4		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0		6.3		6.6		6.6		6.8		6.8
18		19		19		18		17		17

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.8		2.2		2.5		2.7		2.5
5		5		6		7		7		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.